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1943

TOBACCO WORLD

ESTABLISHED

1881

HIGHEST-PRICED CIGARS SHOW BIG GAIN IN NOV.

Highest-priced cigars—those selling at over 15 cents each—more than doubled in U. S. production in November, 1942, as compared to the same month in the previous year. The output was nearly 2½ times as great, based on sales of revenue stamps.

New Classes F and G, corresponding to old Classes D and E, totaled 13,034,780, as compared to 5,854,340, an increase of 7,180,440, or 122.7 per cent.

Other classes of cigars, as well as chewing and smoking tobacco, declined. Cigarettes gained 19.29 per cent.; large cigarettes 25.77 per cent., and snuff 0.47 per cent.



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HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

Vol. 63

JANUARY, 1943

No. 1

THE Marines have landed and have your Christmas cigars well in hand. So have Uncle Sam's soldiers and sailors. You can blame it on them if you didn't get any cigars for Christmas this year. Many leading brands were unobtainable for box gift purchases just before Christmas and a survey of manufacturers, conducted by the Cigar Institute of America, indicates that a major reason was a continued increase in government buying of cigars priced at 11 cents and at 6 cents or less for the armed forces and our Allies. As a result, civilian supplies had to be curtailed. Sales of higher-priced brands rose steadily, but even in the top price brackets demand far exceeded production. Deliveries of all classes of cigars were retarded by the government's delay in making new revenue tax stamps available to manufacturers. Although no cigars could be delivered after November 1st unless they were in boxes sealed with revenue stamps which showed the new taxes which became law on November 1st, manufacturers were unable to obtain the new stamps until the latter part of November. Thus, while Christmas sales demands reached a peak, cigars were piling up in factories and orders for the entire month had to be partially filled in the last week of November. The two factors—inability to obtain new tax stamps when needed and curtailment of civilian supplies by government buying—held back November deliveries to wholesalers by 14.5 per cent. Deliveries last month totaled 474 million compared with 555 million in November, 1941. Wholesalers and retailers thus burdened by cigar shortages in their busiest season had the additional problem of putting into effect the November OPA price regulation which is not yet clarified. Because of these conditions, the Cigar Institute reports, it is impossible to analyze cigar sales by price groups.

THE initial step toward becoming a good cigar merchant is to familiarize yourself with your cigar stock. You should be thoroughly grounded not only on the sizes and prices of the brands you carry but on their character and quality as well. The second step is to stock an adequate assortment of brands, sizes and prices. There are literally hundreds of cigar brands, depending on the types of tobacco used and the method of manufacture. This great variety makes it possible for you to carry a stock which can be designed to fill the identical needs of your neighborhood or community. It creates the problem of selection, to be sure, but it also gives the wise dealer an opportunity to pit his knowledge—and his imagination—against his competitor's. Your stock can be more carefully chosen and more appropriately displayed when you have studied your stocks and when you have also studied your customers and their taste preferences. Choose a well-balanced assortment. Meet the chief demands of your public. Provide for the development of your business beyond its current sales volume.

HOW can this be achieved? Smokers in your neighborhood will determine for you the standard items which will provide fast turnover once they are convinced that you will provide them with the cigars they want—the way they want them! Other items should be selected with great care and for the distinct purpose of developing new business. These special items require both care and interested sales effort if they are to be of important value in expanding your volume and increasing your income. Extremes are hazardous. If there are no potential buyers of top-price cigars in your neighborhood, it is useless to stock them. And why include three-cent cigars where there is no insistent demand for them?

It is not unusual, these days, to hear a dealer say: "There are only two kinds of cigars—those which sell and those which don't." That dealer, you may be sure, does not know his cigars, is not a salesman, and merely takes the place of an automatic vending machine. His cigars are not sold—they are bought by the public. So begins the section, "Building Your Business," in the chapter, "Store Management," of the new book, "The Story of Cigars," just published by the Cigar Institute of America, as related on another page of this issue of THE TOBACCO WORLD. We have long believed that a serious drawback to the progress of the retail cigar business is an ignorance of fundamentals, as you will note from a continuation in the next three paragraphs, of the section we have already quoted, as follows:

At the same time it is sound policy to carry a few cigars slightly above the normal top price demand. Every consumer elevated to a higher bracket means just that percentage of increased income from cigar sales. The consumer who is smoking twelve-cent cigars will smoke just as many if he is persuaded to use an eighteen-cent one. Furthermore, almost invariably he will derive greater enjoyment from his smoking, and he will be pleased with and continue to patronize the dealer who persuaded the change. In summary, choose your stock carefully, adapt it to consumer demand in your neighborhood, and carry a well-balanced assortment of brands and prices. Perhaps you are now doing this. If so, you have taken the first two steps along the road which leads to success in merchandising cigars.

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Output for November & First 11 Months

THE changes in the cigar classifications, which became effective November 1, 1942, under the new Revenue Act, have made it necessary to revise the form of the statistical tables furnished in the monthly Tobacco Barometer Supplements of the Tobacco Merchants Association of the U. S., and published each month in *THE TOBACCO WORLD*. In this issue two statements are submitted, the first of which shows comparative data covering the aggregate of all classes of cigars for the month of November as well as for the first 11 months of this year; while the second gives details of the quantities of cigars tax-paid by classes in the month of November.

Product	Month of November 1942		Increase or Decrease Quantity Per Cent.	
	1941			
Cigars:				
All Classes:				
United States	474,348,160	542,905,735	—	68,557,575 12.63
Philippine Islands	5,400	12,069,570	—	12,069,570
Puerto Rico		240,550	—	235,150
Total	474,353,560	555,215,855	—	80,862,295 14.56
Little Cigars:				
All United States	8,782,705	11,735,480	—	2,952,775 25.16
Cigarettes:				
United States	20,447,202,135	17,140,649,845	+	3,306,552,290 19.29
Philippine Islands	3,800	—	3,800
Puerto Rico	415,740	—	415,740
Total	20,447,202,135	17,141,069,385	+	3,306,132,750 19.29
Large Cigarettes:				
United States	296,560	235,790	+	60,770 25.77
Philippine Islands	20,000	—	20,000
Puerto Rico		—
Total	296,560	255,790	+	40,770 15.94
Snuff (lbs.):				
All United States	3,044,735	3,030,490	+	14,245 0.47
Tobacco (Chewing and Smoking) lbs.:				
United States	22,837,753	24,345,905	—	1,508,152 6.19
Philippine Islands	—
Total	22,837,753	24,345,905	—	1,508,152 6.19
Product				
		1st Eleven Months Cal. Yr. 1942	Cal. Yr. 1941	
				Increase or Decrease Quantity Per Cent.
Cigars:				
All Classes:				
United States	5,520,872,117	5,312,322,591	+	208,549,526 3.93
Philippine Islands	770	171,449,472	—	171,448,702
Puerto Rico	636,475	868,460	—	231,985
Total	5,521,509,362	5,484,640,523	+	36,868,839 0.67
Little Cigars:				
All United States	122,860,565	135,437,833	—	12,577,268 9.29
Cigarettes:				
United States	216,122,777,815	190,229,072,345	+	25,893,705,470 13.61
Philippine Islands	120	179,500	—	179,380
Puerto Rico	1,752,470	4,638,640	—	2,886,170
Total	216,124,530,405	190,233,890,485	+	25,890,639,920 13.61
Large Cigarettes:				
United States	2,215,470	1,674,281	+	541,189 32.32
Philippine Islands	120	6,800	—	6,680
Puerto Rico	139,865	119,400	+	20,465 17.14
Total	2,355,455	1,800,481	+	554,974 30.82
Snuff (lbs.):				
All United States	37,179,665	36,259,910	+	919,755 2.54
Tobacco (Chewing and Smoking) lbs.:				
United States	260,425,670	277,781,208	—	17,355,538 6.25
Puerto Rico	1	25	—	24
Total	260,425,671	277,781,233	—	17,355,562 6.25

Compiled from comparative data of tax-paid products released monthly by the Internal Revenue Bureau.

First Report of Cigars Under New Classes

New Classes A, B, C and D Correspond to Old Class A and B; Others Follow Patterns: E to C, F to D, G to E

IN an endeavor to present some comparative data for November, 1942, as against November, 1941 the Tobacco Merchants Association of the U. S. has arranged the figures as follows: Classes A, B, C and D, which under the new law embrace all cigars made to retail at not more than eight cents each, have been grouped together as against the combined old classes A and B, which also cover all cigars made to sell at not more than eight cents each, no exact comparison by individual classes being possible. Class E under the new law is compared with Class C under the old law since both these classes cover cigars made to retail at more than eight cents each and not more than 15 cents each.

Similarly, a comparison is furnished of Class F under the new law with Class D under the old law (both covering cigars made to retail at more than 15 cents each).

cents each and not more than 20 cents each) and of Class G under the new law with Class E under the old law (both covering cigars made to retail at more than 20 cents each).

As reported on the front cover of this issue, cigars selling at more than 15 cents each (the new classes F and G combined) more than doubled in November. There also were noted the gains made in the production of cigarettes, large cigarettes and snuff, and the declines in other classes of cigars, as well as in chewing and smoking tobacco.

And the first paragraph of the editorial page explains the reason for the drop in cigars in the lower-priced classes, namely, the continued increase in Government buying of cigars for our armed forces and the Allies. Inability to obtain new tax stamps when needed contributed to the decline of shipments.

	Cigars Made to Sell at Not Over 8¢ Each		November 1941
	November 1942		
Class A—			
United States	43,630,570		
Philippine Islands		
Puerto Rico		43,630,570
Class B—			
United States	116,593,835		
Philippine Islands		
Puerto Rico	5,400		116,593,235
Class C—			
United States	233,424,915		
Philippine Islands		
Puerto Rico		233,424,915
Class D—			
United States	7,062,840		
Philippine Islands		
Puerto Rico		7,062,840
Subtotal	400,717,560		Subtotal
			487,730,375
		Decrease — 87,012,815 (-17.84%)	
Class E—			
United States	60,601,220		
Philippine Islands		
Puerto Rico		61,420,520
Class C—			
United States	103,025		
Philippine Islands		
Puerto Rico	97,500		61,621,045
Decrease — 1,019,825 (-1.65%)			
Class F—			
United States	11,458,470		
Philippine Islands		
Puerto Rico		5,015,885
Class D—			
United States	7,975		
Philippine Islands		
Puerto Rico		5,023,860
11,458,470			
Increase + 6,434,610 (+ 128.08%)			
Class G—			
United States	1,576,310		
Philippine Islands		
Puerto Rico		838,455
1,576,310			
Increase + 735,735 (+ 87.53%)			
Aggregate of All Classes			
United States	474,348,160		
Philippine Islands		
Puerto Rico	5,400		542,905,735
474,353,560			
Decrease — 80,862,295 (-14.56%)			555,215,855

Compiled from comparative data of November tax-paid products released monthly by the Internal Revenue Bureau.

January, 1943

Bayuk Honored for Best Safety Record



A. JOS. NEWMAN, PRESIDENT, BAYUK CIGARS, INC.

SELECTED as the first to receive the high honor, Bayuk Cigars, Inc., has been given the National Safety Council's distinguished service for safety award as the plant with the best safety record in the United States. Described by the Council as probably an all-time world's record, the Bayuk Company has to its credit 14,314,436 man-hours without a lost-time accident. Bayuk's main plant is at Ninth Street and Columbia Avenue, Philadelphia.

The award was received December 4th, during Bayuk's Phillies broadcast. The presentation was made to M. L. Wurman, plant manager, representing employees and management, by R. L. Forney, director of the Industrial Division of the National Safety Council.

"It is our hope and our belief," said Mr. Forney, "that during 1943, all American industry will observe the rules of safety as you have done. If they do, millions of man-hours can be saved for productive effort."

Mr. Forney declared that the Bayuk record could not have been achieved "without an outstanding safety program based on the thorough training of all workers in the safe way to do their jobs, the proper placing and guarding of all machinery employed in the plant and the careful supervision of management."

Mr. Wurman replied that full credit went to the personnel for their interest, co-operation and intelligence in enabling the company to win the award for them. He pledged continued and increased safety efforts during 1943.

Bayuk Cigars, Inc., employs more than 5000 men and women. According to the National Safety Coun-

cil, its safety record is the equivalent of seven years of injury-free operation by a one-thousand-man plant. The award was the first in the United States for distinguished services to safety since, at the request of President Roosevelt, the National Safety Council began a campaign to save manpower for warpower.

Bayuk Cigars, Inc., has announced its intention to fair trade all of its cigars just as soon as the proper certification can be made to the various State agencies.

In commenting on the action, A. Jos. Newman, president, stated:

"It has always been our policy to protect, as far as possible, our distributors, our dealers, as well as the consumer, in facilitating the flow of our products to these factors on an equitable and, for them, profit-making basis.

"Naturally, following the recent Government order increasing the price of cigars, we have been asked just what the Bayuk policy in the future will be. We see no reason to change our past policy, which we know has been helpful, and which has been supported and appreciated by distributors and dealers handling our products."

Mr. Newman stated that details of the prices under the various fair trade acts would be announced through regular trade channels.

SAFETY AWARD FOR B & W

FOR a safety record of 12,077,468 man-hours without a single disabling accident, T. V. Hartnett, president of the Brown & Williamson Tobacco Corporation, Louisville, Ky., on December 4th accepted the first "Smash the Seventh Column Award" in behalf of the company's Petersburg, Va., plant. The award was made by Clark E. Woodward, vice-president of the Liberty Mutual Insurance Co. of Boston, which originated the national campaign against the "Seventh Column," the carelessness that causes accidents. The record of almost three years without an accident to 2600 employees in the Petersburg plant, serious enough to cause any one of them to lose time from the job, is the second highest industrial safety record established in this country.

Presentation of the "Smash the Seventh Column Award" was made on the coast-to-coast broadcast of "Plantation Party" over an NBC Network. At the same time executives and employee representatives of the Petersburg plant of B. & W. met with city officials at a dinner in Petersburg to hear the broadcast and receive a special "Award of Merit" from Liberty Mutual. In his presentation, Mr. Woodward pointed out that carelessness, now identified as the seventh column, annually kills 102,500 and injures 9,600,000 Americans.

FOR CAMELS AND PRINCE ALBERT

Among the top full CBS network users is R. J. Reynolds Tobacco Company. January 2d is the renewal date of one of its three full network shows, "Thanks to the Yanks," with Bob Hawk. Broadcast for Camel cigarettes and Prince Albert smoking tobacco, the show is aired Saturday evenings from 7:30 to 8, E. W. T., with rebroadcast at 11 P. M. The agency handling the account is William Esty and Company, Inc.

The Tobacco World

The Elegant Art of Smoking a Cigar

WHAT the industry and trade must regard as a remarkable piece of cigar promotion appeared in the December 20th, 1942, issue of *The American Weekly*, the publication with the largest circulation of any magazine or newspaper in this country, if not in the world. Under the page-wide headline, "The Elegant Art of Smoking a Cigar," and the sub-head, "There's a Lot More to It Than Lighting Up and Puffing Away—as the Plushy Gentlemen of the Gay Nineties Found Out," the article occupied two-thirds of a page and carried nine illustrations.

Senorita Corrina Mura, a star of the stage, movies and radio, is shown with a lighted cigar. She isn't ballyhooing any "Cigars-for-Women" campaign, says the caption, but she could give many a masculine smoker lessons in the art of handling a fragrant perfecto.

A series of four shots of a smoker "in the good old days" illustrates how the cigar ends were clipped, not bitten off; how the match never was allowed to impart its sulphurous fumes to the cigar; how the smoker enjoyed his perfecto by puffing in luxurious comfort, and how he let the ash accumulate, to prove that he was smoking a good cigar.

Another strip of four pictures shows how some modern smokers attack their cigars with a vicious bite, make the mistake of drawing the match fumes through the cigar, leave the ashes on everything but the cigar itself, and smoke nervously, seldom finishing even expensive cigars.

Chivalrous Gentlemen of the Old School, says the accompanying article, sometimes make out that they cannot subscribe to that famous line of Kipling's, "a woman is only a woman but a good cigar is a smoke."

They reject—in public at least—this unfavorable comparison with "the little woman." But they do appreciate what Kipling was getting at, when they settle down after dinner with a fragrant perfecto. With these old-timers the enjoyment of a cigar after coffee and dessert is something of a rite, a civilized custom that somehow emphasizes how far the human male has progressed since he lived in caves and was but a little removed from the monkeys.

Whether the cigar is that much of a milestone in Man's march from the primeval state to stratosphers, transparent suspenders and air-conditioning is a question for the historians to quibble about. But there's no question that the smoking of tobacco in the form of long and graceful cylinders has become involved with our more refined and cultural interludes.

Take, as proof of this statement—which should be of great interest to any manufacturer of cigars who might discover this essay—the strip of pictures at the top of the page.

It shows the well-known writer and actor, Howard Lindsay, re-enacting a tableau familiar to our better families around the turn of the century, and since. Mr. Lindsay would have us believe that time was when the after-dinner cigar was an elegant institution with precise rules of procedure.

First, the head of the household ensconced himself in his favorite chair. Then, with dignified nonchalance, he snipped off the end of his cigar with a

gold clipper attached to the lesser end of his gleaming watch chain. Then he lit up—still operating with decorous and formal calm—careful to hold the match so that none of its sulphurous fumes contaminated the aroma of the well cured leaf.

From then on the eventide rite consisted of leaning back and, from time to time, drawing on the cigar and casually blowing neat clouds of blue smoke ceiling-ward. Thus did Papa relax from the cares of the day in the counting house, the pickle works, or wherever he dug up the stuff to maintain his position as top man in a more-or-less well-ordered American home. And never did he get so heavy-handed with his perfecto or panatella that its ash fell before it dropped of its own weight.

Many a man who looks upon a cigar in this fond way is still alive and doing his smoking in the grand manner. But there are rumors that the stepped-up tempo of the times has pulled many a male off balance so that he manhandles his perfectos, as illustrated in the other strip of pictures on this page.

The action is again furnished by Mr. Lindsay who, having no golden clipper, viciously bites off the end of his cigar and lights it with the match smack against its outer end—thus contaminating the fragrant leaf with alien and acrid fumes.

Then, unlike the dignified gentleman of other days, he stretches out on a divan and puffs in the frantic manner of a donkey-engine, letting the ashes fall on the rug, or where they may. And then, too tense to really relax, he snuffs the half-smoked cigar in an ash tray and rushed on to other things.

Gentlemen of the Old School have no patience with such antics. They sigh for the bye-gone days when smoking a cigar was an elegant ceremony.

FLUE-CURED CROP AVERAGE HIGH

During the 1942 marketing season, gross sales on the Middle Belt flue-cured tobacco markets amounted to 121,671,308 pounds and averaged \$41.56 a hundred, report the United States, North Carolina, and Virginia Departments of Agriculture. This is the highest crop average recorded since 1919.

All grade averages were higher than last season, with the greatest gains occurring in the good to common qualities and nondescript. Wrappers and choice and fine qualities of the other groups were considerably higher but the increases for these tobaccos were smaller. Prices for some of the lower qualities were more than double those of 1941.

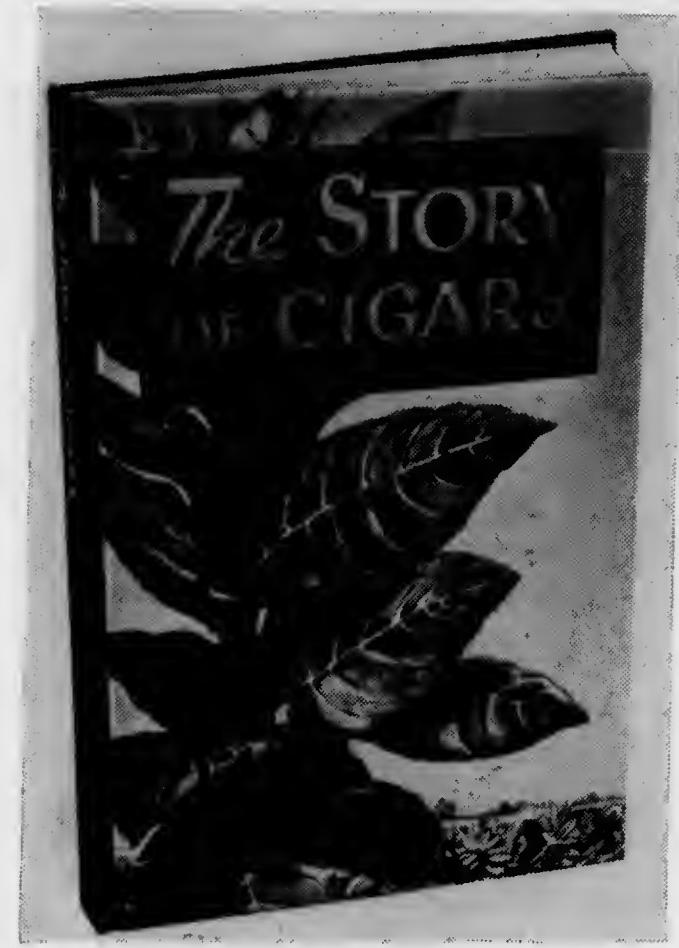
Wrappers were up from \$1 to \$2, leaf and smoking leaf averages advanced from \$5 to \$18.50 a hundred. Most cutters were up from \$3 to \$8. Lugs showed gains ranging from \$5 to \$19.50, with the majority of the increases between \$8 and \$15. Prices for primings ran from \$5 to \$21 a hundred higher than last season. Nondescript prices were up from \$5.25 to \$13.50.

Because of the high prices and favorable marketing conditions, deliveries to the markets were rapid and most of the crop was sold by November 15th. The crop was not considered as good as last year's, as it contained less of the better qualities and more nondescript.

January, 1943

"The Story of Cigars"

A COMPREHENSIVE reference book on cigars—covering all phases of the subject from history, through methods of manufacturing and retailing, to smoking tips for the cigar devotee—has just been published by the Cigar Institute of America, Inc. Titled "The Story of Cigars," it is the



"The Story of Cigars" was prepared after many requests had been received from all branches of the industry for a publication which would fill the long-felt need for a dealer manual. The general opinion of those who communicated with the Institute emphasized that retailers had no complete source of information and that their cigar knowledge was too often limited to brand names and prices.

Bound in boards, the book has a full-color cover showing a giant cigar tobacco plant in the foreground and a field of growing tobacco stretching away into the distance.

"The Story of Cigars" begins with a brief history of cigars from Christopher Columbus to General Douglas MacArthur, then traces the various steps through which cigar tobacco passes on its way from seed to finished product.

Part Two deals with various problems of store management, such as building a retail business, selection of stock, and displaying and caring for stock. Specific information is offered on each point.

Part Three deals with the art of retail salesmanship—how to sell more cigars to more customers, how to judge quality and flavor of cigars, and general information about cigars which the successful salesman should know.

A concluding chapter, "Cigar Lore," provides a round-up of famous anecdotes and entertaining cigar stories, many by famous authors.

The book is plentifully illustrated, containing eight separate picture sections in which photographs and sketches show the growing and harvesting of various types of cigar tobaccoos, their manufacture into cigars, and equipment which will enable the dealer to humidify and display his wares advantageously. One picture section, "Who Smokes Cigars," shows that cigar popularity knows no bounds of class or purse—devotees are to be found in all walks of life, from hum-

blest to wealthiest. In addition, a number of incidental illustrations are included in the book.

Because of congested mails it is expected that several weeks may elapse before distribution of the manual can be completed.

VARIETY CONGRATULATES WHITE OWL

PRAISE from *Variety* is decidedly "praise from Sir Hubert," so it must have been gratifying to executives of the General Cigar Company to read in a recent issue of that famous and fearless trade paper of the stage, screen and radio: "White Owl is to be congratulated on its choice of a successor to Raymond Gram Swing. In Raymond Clapper the account has not only one of the country's top politico-economic reporters and writers, but a personality whose forthright, clear-sighted, rational expositions on national and international themes has won him an immense respect from his own craft as well as readers."

In his first White Owl broadcast, Clapper set forth the basic policies which guide him in planning his programs, as follows:

"In beginning this series of twice-a-week broadcasts I would like to emphasize that I have but one interest. All I want to do is to tell you about Washington and the war, what is happening, and what it means in so far as I can.

"What I tell you will be based on constant reporting. It will reflect primarily what I hear around here, except that I'll try to shake out the phony stuff and deliver to you a reliable size-up of what is going on. I'll be doing what each one of you would do if you were in Washington and had the time to get around town and check up for yourself.

"I intend to express opinions when they seem appropriate and worth passing on, but they will be based on many years of newspaper work in Washington—work in which I have always tried to keep an objective point of view. I have no political affiliations of any kind. Such views as I have from time to time grow out of my interest as an American citizen and not out of any interest in any political party, group, individual or school of thought.

"Roughly, I am in favor of whatever holds promise of making our democracy function more efficiently and more usefully to our people. It is a simple rule but one which I have found usually to be a reliable guide."

DUYS PRESENTS \$25,000 GIFT

When John H. Duys, Jr., head of the H. Duys & Co. Havana interests, was in Washington recently, on his way from Havana to New York, he handed a check for \$25,000 to Maxim Litvinoff, Russian Ambassador to the United States, which had been raised in Havana by the Cuban-American Fund for Aid to the Allies, of which Mr. Duys is vice-president and in whose activities he takes a keen interest. Dr. Fernandez Concheso, Cuban Ambassador to the United States, accompanied Mr. Duys to the Russian Embassy and was present at the presentation.

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So Round, So Firm, So Fully Packed — So Free and Easy On The Draw

LUCKY STRIKE MEANS FINE TOBACCO!

"Scouting the crop before auctions open." Painted from life on a Southern farm by Georges Schreiber

LORILLARD'S POPULAR LEADERS

preferred
by millions of smokers —

Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE
AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

Lorillard Company America's oldest tobacco merchants—Established 1760

ADVANCES FOR IMPORTED CIGARS

IMPORTED cigars, representing less than one-half of one per cent. of the cigars sold in the United States, may be advanced 10 per cent. in price to cover increased taxes and higher costs, the Office of Price Administration announced December 8. The pattern of adjustment is similar to a price increase recently authorized for domestic cigars and is contained in Amendment No. 1 to Maximum Price Regulation No. 260—Cigars. The amendment is effective December 7.

The cigar regulation established specific ceilings for all cigars at approximately 20 per cent. above the March 1942 levels established by the General Maximum Price Regulation, but made no provision for pricing imported cigars. Today's amendment lists eighteen standard prices at which imported cigars retail and establishes a new ceiling for each price classification.

This action is taken to relieve a squeeze caused by three factors:

1. Higher federal excise taxes account for approximately 38 per cent. of the 10 per cent. increase allowed.

2. Increased transportation costs incurred by landing imported cigars at ports other than New York, the customary point of entry. Such costs include freight, war risk insurance, clearance and handling charges.

3. Increases in cigar prices which manufacturers in Cuba put into effect in January 1942.

These higher costs warrant a 10 per cent. increase in selling prices, OPA said.

At the present time, Cuba is the only source of cigars being imported into the United States. Such cigars generally are of the expensive type, ranging from fifteen cents to \$1.25 each, with the largest sales in brands selling for twenty-five to thirty-five cents.

The same amendment provides optional ceilings for two price lines of domestic cigars, and changes the provisions for pricing new brands of domestic cigars.

For domestic cigars which, prior to the issuance of the cigar regulation, retailed at fifteen cents, the manufacturer may set a retail ceiling of either eighteen cents each; or at seventeen cents, three for fifty cents. If the manufacturer sets the retail ceiling at seventeen cents, three for fifty cents, his maximum list price is \$135 per thousand. For retail sales at eighteen cents, the manufacturer's maximum is \$138 per thousand.

For domestic cigars which formerly sold at seventeen cents each, three for fifty cents, the retail price may go to three for fifty-five cents, in which case the manufacturers' maximum price is \$148 per thousand; or it may go to twenty cents each, in which case the manufacturers' maximum price is \$153 per thousand.

These optional maximum prices are in keeping with industry practice and prevent a squeeze on retailers.

In the new provision for pricing new brands or sizes of cigars, the amendment provides that where a change of brand is one of name only, the manufacturer need not apply to OPA for determination of maximum prices. Such new brands may be sold at same maximum prices as those established in the regulation, as amended, for the original brand or size of cigars for which the name only is changed. However, this is not the case with reference to private brands. Private brand names may be changed and sold without application to OPA only if the sale of such changed brand is continued as a private brand.

OLD BELT FLUE-CURED

The \$40.59 general average paid for the 162,819,018 gross pounds marketed on the Old Belt flue-cured tobacco markets this season was \$10.54 a hundred higher than the \$30.05 paid for producer's sales last year, report the United States, North Carolina and Virginia Departments of Agriculture.

With the exception of choice wrappers, which showed no marked change, all grade averages were substantially higher than last season. Fine and good wrappers and choice and fine leaf were from \$5.00 to \$9.00 higher. Good to common leaf prices were up from \$8.00 to \$20.00 with most of the increases between \$11.00 and \$13.00. Smoking leaf grades were, in most instances, up from \$10.00 to \$16.50.

Gains in cutters were around \$7.00. Lug prices advanced from \$5.00 to \$21.00, but most grade increases in this group ran from \$12.00 to \$17.00. Averages for primings were \$5.00 to \$23.00 higher. Prices for nondescript tobaccos showed gains ranging from \$3.75 to \$13.25 a hundred. As in the other flue-cured types, the lower qualities were in exceptionally good demand and the largest percentages of increases occurred in these tobaccos.

This year's crop contained more wrappers, and choice and fine grades and less of the lower qualities than the previous year. Several of the markets closed in November, but final sales for the season were held on December 11.

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means business. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies must have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity tomorrow, keep the War Bond Pay-roll Savings Plan rolling in your firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, now is the time to do so. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW, Washington, D. C.



Save With
War Savings Bonds

This Space Is a Contribution to America's All-Out War Program

KEEP 'EM COMING BACK FOR MORE

Here's how to make a hit with your customers. Tell them that Raleighs carry a valuable coupon good for a wide choice of handsome, useful premiums. You'll find that recommendation makes new friends who will keep coming back to you for Raleighs and other purchases.

Brown & Williamson Tobacco Corporation

TUNE IN... Red Skelton Tuesdays, Tommy Dorsey Wed., NBC Network.

HUMIDOR PIPE RACK... Ask the B & W salesman for a supply of the new full color catalogs showing all the luxury premiums.



OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875

NIC ALTHAUS CO
MANUFACTURERS OF
CIGAR BOXES
CEDAR SAW
LACES, RIBBONS, CIGAR MAKERS SUPPLY
637-641 EAST 17th ST.
NEW YORK

MAXIMUM PRICES SET FOR BURLEY TOBACCO

DOLLARS-AND-CENTS maximum prices for the sixty-eight basic grades of Burley tobacco, creating an average maximum of thirty-eight cents a pound, were set December 4 by the Office of Price Administration in conjunction with the Department of Agriculture. The maximum price represents 138 per cent. of parity and compares with an average price (from January 1, 1942, to September 15, 1942) of 35.4 cents a pound for flue-cured tobacco, the nearest comparable product of the same general use.

Burley, of which an average of 386,000,000 pounds a year is raised—approximately a \$78,000,000 crop—is sold in December, January and the forepart of February at auctions. This tobacco is graded under the supervision of the Agricultural Marketing Administration of the Department of Agriculture. Last year's average price for Burley was twenty-nine cents a pound.

Maximum Price Regulation No. 283, effective December 4, 1942, was issued because OPA found that prices for the 1942 Burley crop threatened to rise to an inflationary extent. The demand for this season's crop will exceed the supply this year by a greater

margin than in any twelve-months period since 1936. Stocks on hand are expected to drop to the lowest point in several years.

Cigarette manufacturers use 60 per cent. of the Burley crop, representing 33 per cent. of all tobacco going into cigarettes in this country. Burley also is used for pipe and chewing tobacco. In conference with growers and warehousemen prior to issuance of the regulation, OPA officials expressed concern that uncontrolled Burley prices might lead to violently fluctuating prices during the marketing season and to increased prices at the retail level.

In establishing the ceiling prices for the sixty-eight basic grades, OPA declared that maximum prices for specified grades might be exceeded in the purchases of any single week if the weighted average of all tobacco purchased did not exceed the average weighted ceiling price. For instance, a buyer may pay more than the ceiling price in certain instances provided that a comparable quantity of leaf is purchased during the same weekly period at prices sufficiently below the ceiling prices to reconcile the weighted average purchase price to that of the weighted average ceiling price.

This permitted deviation will allow flexibility for side grades which do not appear in the price schedule and thus will preserve the auction market method of buying and selling Burley. Maximum Price Regulation No. 283 takes into consideration only the sixty-eight basic grades, but buyers and sellers long have recognized certain side grades and these have influenced the prices bid. By allowing the deviation, OPA protects this trade custom.

The regulation places certain specific responsibilities upon warehousemen.

Before starting any sale, the warehouseman or his representative must designate on the basket tag, which by law designates the grade of the tobacco, the ceiling price for that grade and must also announce this information to the buyers at the auction.

Warehousemen also are required to designate on their bills or invoices to the buyers the government grade of each lot of tobacco purchased and the price paid. All buyers of Burley are required to report to OPA in Washington by Saturday of the following week each week's purchases, the amount of each grade bought and the amount paid in each transaction.

Burley tobacco is grown principally in Kentucky and also in Tennessee, Virginia, North Carolina, southern Ohio, West Virginia and Missouri.

The Tobacco World

When they step up to your counter, be sure they—

Make a date with MODEL

OPA RULINGS

By ERIC CALAMIA

Pres. Retail Tobacco Dealers of America, Inc. O. P. A. has ruled that imported cigars do not come under the recently adopted general cigar regulation No. 260 and has established the following formula for imported cigars because of the increased excise taxes: A retailer's maximum price on imported cigars may be increased by the manufacturer up to but not exceeding 10 per cent. of the present maximums and the manufacturer's list increased an equivalent amount. Thus, the manufacturer of imported cigars may raise his list prices in exactly the same proportion as he raises the retail prices.

O. P. O. has just amended the price schedule of Cigar Regulation No. 260 in these respects:

Former 15-cent cigars may now have a maximum retail price of 17 cents, three for 50 cents, with a manufacturer's maximum list of \$135 per 1000.

Former 17-cent cigars may now have a maximum retail price of 19 cents, three for 55 cents, with a manufacturer's maximum list of \$148 per 1000; or a maximum retail price of 20 cents with a manufacturer's maximum list of \$153 per 1000. The election, as in all retail classifications, is with the manufacturer.

I am sure the trade will be pleased to learn that O. P. A. has just permitted the manufacturers of the \$6.85 cigarette brands to reduce their price to \$6.81 to meet the same manufacturer's list as the other popular brands. The Philip Morris Company has been very helpful in bringing about this sensible parity. Thus, Pall Mall, Herbert Tareyton and Philip Morris cigarettes are \$6.81 a thousand in every State in the Union and are now in the same price class as the other nationally popular brands and accordingly may be retailed at the same prices.

CHESTERFIELD'S PROGRAMS

On three program periods weekly—Tuesday, Wednesday and Thursday evenings from 7:15 to 7:30 P. M., E. W. T.—“Harry James and His Music Makers” entertain on the full network for Chesterfield Cigarettes. The program, sponsored by Liggett & Myers Tobacco Company, also is heard on a delayed recorded basis in Honolulu and Hilo and is re-broadcast for the Middle Western and coastal States at 11:15 P. M. Newell-Emmett Co., Inc., is the agency.

SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye
It's Lighter - for Shipping
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St.

Newark, N. J.

“BEST OF THE BEST”



Established 1886
A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

AUTOKRAFT CIGAR BOXES

Boite Nature
Cedar Chests
Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.
Hanover, Pa.
Philadelphia, Pa.
Hellam, Pa.
Wheeling, W. Va.

KEEP 'EM COMING BACK FOR MORE

Here's how to make a hit with your customers. Tell them that Raleighs carry a valuable coupon good for a wide choice of handsome, useful premiums. You'll find that recommendation makes new friends who will keep coming back to you for Raleighs and other purchases.

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The Tobacco World

Did you say 10¢?

When they step up to your counter, be sure they—

MODEL

Extra Quality SMOKING TOBACCO
For Pipe or Cigarette
A product of United States Tobacco Company

Make a date with MODEL

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January, 1943

SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye
It's Lighter - for Shipping
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St.

Newark, N. J.

Established 1886
“BEST OF THE BEST”



Manufactured by A. SANTAELLA & CO.

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AUTOKRAFT CIGAR BOXES

Boite Nature
Cedar Chests
Novelty
Wrapped

**Are Outstanding In
Quality-Design-Cost**

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.
Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

Tobacco Merchants' Association Registration Bureau, NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

BLACK OUT:—46,929. For all tobacco products. Registered by A. Finley, Syracuse, N. Y., on December 8, 1942.

TRANSFERRED REGISTRATIONS

OBSERVA:—19,773 (U. S. Patent Office). For cigars. Registered December 12, 1916, by A. Garten & Sons, New York, N. Y. Through mesne transfers acquired by Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to La Siga Cigar Mfg. Co., New York, N. Y., on October 29, 1942.

RECORD BOND:—17,219 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 15, 1909, by Petre, Schmidt & Bergmann, Philadelphia, Pa. Transferred to A. S. Frey & Co., Red Lion, Pa., and re-transferred to H. L. Neff & Co., Red Lion, Pa., on October 14, 1942.

DIXIE CROWN:—44,606 (Tobacco Merchants Association). For all tobacco products. Registered May 4, 1926, by Petre Litho. Co., Philadelphia, Pa. Transferred to Wm. H. Myers & Co., Red Lion, Pa. Transferred by A. S. Frey & Co., Red Lion, Pa., successors to Wm. H. Myers & Co., to H. L. Neff & Co., Red Lion, Pa., on October 14, 1942.

Internal Revenue Collections for November

Source of Revenue	1942	1941
Cigars, including floor taxes	\$ 2,265,934.74	\$ 1,361,427.69
Cigarettes, including floor taxes	71,596,045.79	55,709,789.87
Snuff	548,052.31	546,460.26
Tobacco, chewing and smoking	4,110,898.27	4,382,527.53
Cigarette paper, tubes and leaf dealer penalties	86,553.38	180,940.32

*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of September

Product	1942	Increase or Decrease Quantity	Per Cent.
Plug	5,127,537	+	651,796 14.56
Twist	507,321	+	3,825 0.76
Fine-cut Chewing	436,912	—	30,447 6.51
Scrap Chewing	4,259,847	+	298,005 7.52
Smoking	14,035,211	—	3,722,571 20.96
Snuff	3,168,516	—	164,012 4.92
Total	27,535,344	—	2,963,404 9.72

Nine Months Ending September 30

Product	1942	Increase or Decrease Quantity	Per Cent.
Plug	40,517,303	+	2,598,731 6.85
Twist	4,499,014	+	288,725 6.80
Fine-cut Chewing	3,803,062	—	68,114 1.76
Scrap Chewing	37,155,910	+	3,698,384 11.05
Smoking	129,801,767	—	17,777,472 12.05
Snuff	30,670,512	+	1,034,952 3.49
Total	246,447,568	—	10,224,794 3.98

*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. President
WILLIAM BEST, New York, N. Y. Chairman Executive Committee
ASA LEMLEIN, New York, N. Y. Treasurer
CHARLES DUSHKIND, New York, N. Y. Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG President
EVERETT MEYER Vice-President
D. EMIL KLEIN Treasurer
SAMUEL BLUMBERG Secretary
H. W. McHOSE Director
Headquarters, 630 Fifth Ave., New York City

THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

FRED W. WINTER Chairman of the Board
J. RENZ EDWARDS President
STANLEY STACY Treasurer
JOSEPH KOLODNY, 200 5th Ave., New York, N. Y. Executive Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATION

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R. L. MCCORMICK, 52 Klein Ave., Trenton, N. J. First Vice-President
W. H. KOCH, 1404 Mt. Royal Ave., Baltimore, Md. Second Vice-President
ALBERT FREEMAN, 25 West Broadway, New York, N. Y. Treasurer

RETAIL TOBACCO DEALERS OF AMERICA, INC.

ERIC CALAMIA, 233 Broadway, New York, N. Y. President
CLIFFORD M. DAWSON Treasurer
MALCOLM FLEISHER Secretary
SEIGFRIED F. HARTMAN Council

CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

ALVARO M. GARCIA President
WALTER E. POPPER Treasurer
SAMUEL BLUMBERG General Counsel
Executive Committee—Alvaro M. Garcia (Ex-officio), Thomas C. Breen, Harley W. Jefferson, D. Emil Klein, Walter E. Popper, Harry C. Carr, and Arthur A. Schwarz.

THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. President
ARTHUR McGUIGAN, Red Lion, Pa. Vice-President
RUSSELL S. STINE, Red Lion, Pa. Secretary
A. S. ZIEGLER, Red Lion, Pa. Treasurer

FLORIDA CIGAR MANUFACTURERS ASSOCIATION

ARMANDO RODRIGUEZ President
FRANCISCO GONZALEZ Vice-President
JOHN LEVY Treasurer
FRANCIS M. SACK, Tampa, Fla. Secretary

INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

NAT SCHULTZ President
BERNARD ARBITAL First Vice-President
IRVING MALITZKY Third Vice-President
EDWARD SEIGEL Financial Secretary
ALEXANDER DAVIS Treasurer
BERNARD BERNSTEIN, 42 Broadway, New York, N. Y. Secretary

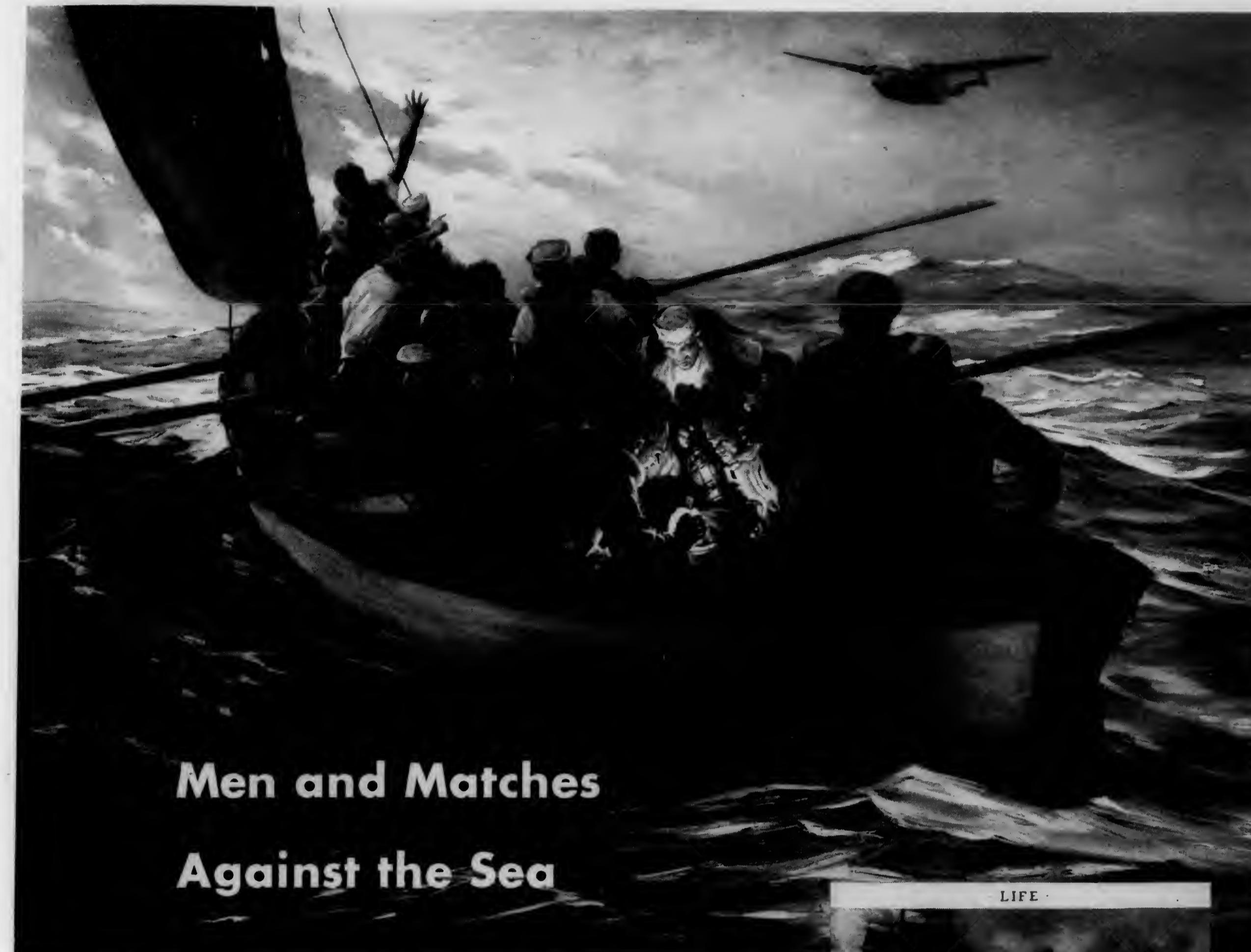
TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

VICTOR KORMAN President
CHAS. B. KIRWIN Treasurer
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. Secretary

A VICTORIOUS
NEW YEAR
TO OUR COUNTRY!

That is a wish which,
we believe, reflects the
combined wishes of all
our readers.

THE TOBACCO WORLD



MEN in an open life-boat adrift on the sea at night.... Since time immemorial the darkness and distance and the hope of rescue are unchanged.

Wars come, and the difficulty of rescue increases. But always, it is brought a step nearer when Safety Matches are in the life-boat. Then mere hope is given a basis of practical reality.

In the two paintings reproduced on this page Anton Otto Fischer depicts the historic alliance of men and matches against the sea. One was executed years ago and published in the old

"Life" magazine. The other is a present day scene—epilogue to war at sea.

To make matches that will stand up under adverse conditions; to make matches that will burn—every one—with quickness and certainty, so that hopes pinned on "the last match" will never be extinguished—that is our vital job in this war.

Why efficiency can be guaranteed in Independence Safety Matches carried in our fighting forces is the story of an American achievement. Read it—in the panels below.



Above, an earlier painting by Anton Otto Fischer, published in the original "Life" magazine. Reproduced by special permission.

America's Own Match Company

DIVISION OF
BERST-FORSTER-DIXFIELD COMPANY • NEW YORK CITY • MADE IN U. S. A.

The Safety Match and Match Box...Made in U.S.A....By Independence



1. The head is hard, accurately shaped, uniform. In full flame it feeds into a strong, effective flame. It is made of clean hardwood.

2. The stick is square, which means fire rapidly feeds into a strong, effective flame. It is made of clean hardwood.

3. The head is out before the fire reaches the end of the stick. This tells you that there will be no dangerous afterglow.

4. Outer box is made of wood. In Univ. of Minn. test it supported 53.6 lbs without weakening or losing shape.

5. Wood outer holds inner box snugly. Try to pull it out; hold downward; shake. It remains secure.

6. Inside box is scored with light perforation on sides. Can be conveniently torn in two for use on ash trays.



THERE SHE GOES! 2,000 feet over Hartford, Conn., a 24-year-old veteran of the "silk" is making the first jump test of a new nylon parachute. Watch as she pulls the rip-cord—



IT OPENS! It holds! It's okay! And so is test-jumper Adeline Gray as she floats earthward to the approval and applause of special observers from the Army and the Navy.



A PERFECT LANDING—and now for a Camel. That's the pack that says smoking pleasure at its best. And when Adeline Gray says: "Camels suit me to a 'T,'" she's talking a language any smoker can understand.

FIRST IN THE SERVICE

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is CAMEL. (Based on actual sales records in Post Exchanges and Canteens.)

Camel

Watch ADELINE GRAY
try Uncle Sam's new
nylon 'chute in its first

"Live Test"

That's the proving ground of a parachute—just as the "T-Zone" is the proving ground of your cigarette (see below)

• You can test them in wind tunnels—you can toss them out with weighted dummies—but the final test of a parachute is the "live test"—an actual jump.

And it's like that with a cigarette, too. The final test is when you smoke it.

Adeline Gray (below) says: "Camels are never harsh on my throat." Many a man at the front could tell you the same—Camels are the favorite there, too. But try Camels on your "T-Zone."



THE "T-ZONE"
where cigarettes
are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For your taste and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself!

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

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FEBRUARY
1943

TOBACCO WORLD

ESTABLISHED
1881

PRODUCTION IN 1942
TOTALLED 6,205,873,642
CIGARS AND 235,838,
696,675 CIGARETTES

Cigar production in the United States passed the six billion mark in 1942, the total being 6,205,873,642, an increase of 418,638,131, or 7.23 per cent, over 1941. Little cigars declined 8.83 per cent.

Cigarettes reached an all-time high of 235,838,696,675, a rise of 29,408,930,310, or 14.25 per cent over the previous year. Large cigarettes gained 43.95 per cent.

Snuff production totaled 41,160,926 pounds, an increase of 1,580,514 pounds, or 3.99 per cent. Chewing and smoking tobacco decreased 6.09 per cent.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

Vol. 63

FEBRUARY, 1943

No. 2

AS president of the Retail Tobacco Dealers of America, Inc., a national trade association, representing thousands of small independent retailers of tobacco products throughout the country, Eric Calamia submitted to the Senate Small Business Committee on January 19th, a brief on "loss-leader" practices and other problems facing the tobacco retailer, which is presented to our readers in the following paragraphs.

THE greatest threat to the survival of the independent retail tobacco dealer is the pernicious "loss-leader" practice. I am sure the members of this committee are well acquainted with the many phases of this evil and its dishonest implications. It is a fallacy to believe that this practice is beneficial to the consumer. If the present national policy continues to encourage the price cutter and foster the growth of this destructive form of selling, the independent merchant will be unable to survive. It is by no means a stretch of the imagination to make the assertion that "loss-leader" is conducive to the further growth of monopoly. OPA has at its command the most reliable figures from both government and independent statistical agencies to help it in determining what is the cost of doing business of the most efficient retailer. Where OPA finds a commodity generally subject to the "loss-leader" practice, it should be empowered to establish a price which represents both a floor as well as a ceiling. This would enable OPA to protect both the consumer, which is its primary objective, and the small business men of the country, with whom it should be concerned. It would go a long way toward permitting the efficient, progressive dealer to work out his own salvation and to continue in business.

ANOTHER problem that the small independent retailer faces is the growing scarcity of some types of consumer goods. Our industry may be considered among the more fortunate. Any curtailment in the supply of tobacco products has been due to a lack of adequate labor and not through lack of tobacco itself. Due to the demands of the armed forces, the future will bring increasing shortages of cigars, cigarettes and smoking tobacco. However, there are many other items of a miscellaneous nature, sold over the counters of retail tobacco stores, that are not generally available today. We are concerned with the equitable distribution of these items, for we feel that if we can satisfactorily solve the problem now existing, we will evolve a basis on which to work in the days to come. The fact is that where a manufacturer finds he can supply his customer with, let us say, 70 per cent. of his normal requirements, the actual distribution of this merchandise is not always made on such a ratio to

each and every customer. The wholesale distributor, as well, is often guilty of permitting such merchandise to be used either to promote new accounts or to strengthen the good will of "pet" customers.

WE realize that it is impractical to include small business under the Inventory Control Order. However, it will affect such a small percentage of the retailers of the country that we do not believe it will insure equitable distribution to all. We will watch with interest the effect it will have, in the hope that, through the regulation of the large purchaser, some benefits may, in the long run, accrue to the small independent dealers.

MOST Exchanges unquestionably perform a necessary service for the men in uniform. However, abuses of the real purpose for which these exchanges were established, have developed. This works to the detriment of the retailer and should be eliminated by the Army Exchange Service. Restrictions confining sales to men in uniform are not sufficient to correct these abuses. Regulations limiting sales in quantity to the reasonable needs of the individual should be promulgated. This would prevent merchandise purchased at the Post Exchanges being offered for sale outside, in competition with the established retailer.

WE believe that much good would emanate from more frequent conferences between government and trade associations. Our experience has been that government agencies prefer to deal with individuals rather than trade groups. It seems to us that an accredited trade organization is certainly in a position to be better informed than the individual, limited in experience and with his own "axe to grind". Such conferences should be encouraged.

IN conclusion, we believe: (a) That the general maximum price regulations should be amended to permit the establishment of a floor as well as a ceiling price by OPA where they deem it helpful in eliminating the "loss-leader" practice; (b) that by regulation a wholesaler receiving only a percentage of his former purchasers of a scarce commodity, be compelled to make available to his retail customers that same percentage of their former purchases; (c) that Post Exchanges be supervised more closely to eliminate the existing abuses of their facilities; (d) that government agencies confer with accredited trade associations on matters affecting their industries.

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BIGGEST DECEMBER FOR CIGARS SINCE 1916

ABOVE-THE-AVERAGE increases in cigars of all classes, cigarettes, large cigarettes and snuff; slight declines in little cigars, chewing and smoking tobacco—these were the outstanding features of the industry's production in December, 1942, as reflected in the sales of revenue stamps. The figures are supplied in the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the U. S.

In U. S. cigars, classes A, B, C and D, combined, totaled 614,101,905, as compared to 425,976,890, of the former classes A and B, an increase of 188,125,015, or 44.16 per cent.

Class E totaled 61,369,060, as compared to 45,761,145, a gain of 15,514,465, or 33.83 per cent.

Class F totaled 8,638,845, as compared to 3,070,710,

a rise of 5,568,135, or 181.33 per cent.

Class G totaled 919,915, as compared to 303,075, a climb of 616,790, or 203.48 per cent.

Total of all classes was 685,001,525, as compared to 474,912,920, an increase of 209,824,405, or 44.15 per cent.

Low-priced cigars boomed to an all-time high, and public demand for cigars is still running far ahead of production—by more than 25 per cent, the Cigar Institute of America estimates.

It was the biggest December for the cigar industry since 1916, when 692,000,000 cigars were delivered. In order that United Nations and armed forces throughout the world might have cigars for Christmas, government orders from June through November were exceptionally large.

Cigars Made to Sell at Not Over 8¢ Each			
December 1941			
Class A—	United States	421,883,635	
Philipine Islands	300		
Puerto Rico	171,900		
		422,055,835	
Class B—	United States	3,894,355	
Philipine Islands	200		
Puerto Rico	26,500		
		3,921,055	
Subtotal		425,976,890	Subtotal
			614,101,905
			Increase 188,125,015 (+ 44.16%)
Cigars Made to Sell at Over 8¢ Each and Not Over 15¢ Each			
Class E—	United States	61,369,060	
Philipine Islands		
Puerto Rico	450		
		61,369,510	
			Increase 15,514,465 (+ 33.83%)
Cigars Made to Sell at Over 15¢ Each and Not Over 20¢ Each			
Class F—	United States	8,638,845	
Philipine Islands		
Puerto Rico		
		8,638,845	
			Increase 5,568,135 (+ 181.33%)
Cigars Made to Sell at Over 20¢ Each			
Class G—	United States	919,915	
Philipine Islands		
Puerto Rico		
		919,915	
			Increase 616,790 (+ 203.48%)
Aggregate of All Classes			
United States	685,001,525		
Philipine Islands	28,650		
Puerto Rico		
		685,030,175	
			Increase 209,824,405 (+ 44.15%)

*Compiled from comparative data of December tax-paid products released by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

1942 A GOOD YEAR FOR TOBACCO INDUSTRY

SO far as growth in demand is concerned, 1942 was one of the most successful years in the history of cigars, states the Cigar Institute of

America, in a review of the year. Never has cigar popularity increased more rapidly. Sales from January to June were record-breaking; in July, deliveries to domestic wholesalers slowed down because of limited production capacity and the necessity of filling secret government orders first, so that total domestic sales for the year showed an increase of only four per cent. Figures on government purchases of cigars are not available, hence do not appear in the statistics; but

it is known that cigars for our armed forces represent by themselves an impressive total.

A summary of the figures for all classifications of tobacco products in 1942, as compared to 1941, is given on the front cover of this issue of THE TOBACCO WORLD. The figures, taken from the analysis on this page, are from the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the U. S.

Increases in 1942 over 1941 in cigars by classes are furnished by the Cigar Institute as follows: Class E, 27 per cent.; Class F, 35 per cent.; Class G, 104 per cent.

Product	Month of December		Increase or Decrease Quantity	Per Cent.
	1942	1941		
Cigars:				
All Classes:				
United States	685,001,525	474,912,920	+ 210,088,605	44.24
Philippine Islands	600	600
Puerto Rico	28,650	292,250	- 263,600
Total	685,030,175	475,205,770	+ 209,824,405	44.15
Little Cigars:				
All United States	9,923,040	10,202,900	- 279,860	2.74
Cigarettes:				
United States	19,715,918,860	16,200,694,020	+ 3,515,224,840	21.70
Philippine Islands	260,120	250,120
Puerto Rico	10,000
Total	19,715,928,860	16,200,954,140	+ 3,514,974,720	21.70
Large Cigarettes:				
United States	384,013	131,485	+ 252,528	192.06
Philippine Islands	15,000	14,000
Puerto Rico	1,000
Total	385,013	146,485	+ 238,528	162.83
Snuff (lbs.):				
All United States	3,981,261	3,320,502	+ 660,759	19.90
Tobacco (Chewing and Smoking) lbs.:				
United States	20,100,003	20,944,506	- 844,503	4.03
Philippine Islands
Total	20,100,003	20,944,506	- 844,503	4.03
Calendar Year				
Product	1942	1941	Increase or Decrease Quantity	Per Cent.
Cigars:				
All Classes:				
United States	6,205,873,642	5,787,235,511	+ 418,638,131	7.23
Philippine Islands	770	171,450,072	171,449,302
Puerto Rico	665,125	1,160,710	- 495,585
Total	6,206,539,537	5,959,846,293	+ 246,693,244	4.14
Little Cigars:				
All United States	132,783,005	145,640,733	- 12,857,128	8.83
Cigarettes:				
United States	235,838,696,675	206,429,766,365	+ 29,408,930,310	14.25
Philippine Islands	120	179,500	179,380
Puerto Rico	1,762,470	4,898,760	- 3,136,290
Total	235,840,459,265	206,434,844,625	+ 29,405,614,640	14.24
Large Cigarettes:				
United States	2,599,483	1,805,766	+ 793,717	43.95
Philippine Islands	120	6,800	6,680
Puerto Rico	140,865	134,400	+ 6,465	4.81
Total	2,740,468	1,946,966	+ 793,502	40.76
Snuff (lbs.):				
All United States	41,160,926	39,580,412	+ 1,580,514	3.99
Tobacco (Chewing and Smoking) lbs.:				
United States	280,525,673	298,725,714	- 18,200,041	6.09
Philippine Islands	1	25	24
Total	280,525,674	298,725,739	- 18,200,065	6.09

*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

National Radio Program to Boost Cigars

ONE of the nation's leading radio programs, "Can You Top This?" has joined the 1943 promotion parade for cigars via a special arrangement with the sponsor by which cigars will be a chief topic of conversation on the program of Saturday, February 27th. The Cigar Institute, which arranged the tie-up, is now distributing nationally a poster advertising the program and the part cigars will play in it. The poster headline reads: "RELAX! A good laugh, like a good cigar, is a mental and physical bracer." Under the headline is a picture of the program's five stars—"Senator" Ed Ford, veteran vaudevillian; Harry Hershfield, newspaper cartoonist, columnist and raconteur; Joe Laurie, Jr., vaudevillian, gag writer, and actor; Peter Donald, actor; and Roger Bower, announcer—all famous entertainers and cigar devotees with a joke for every puff!

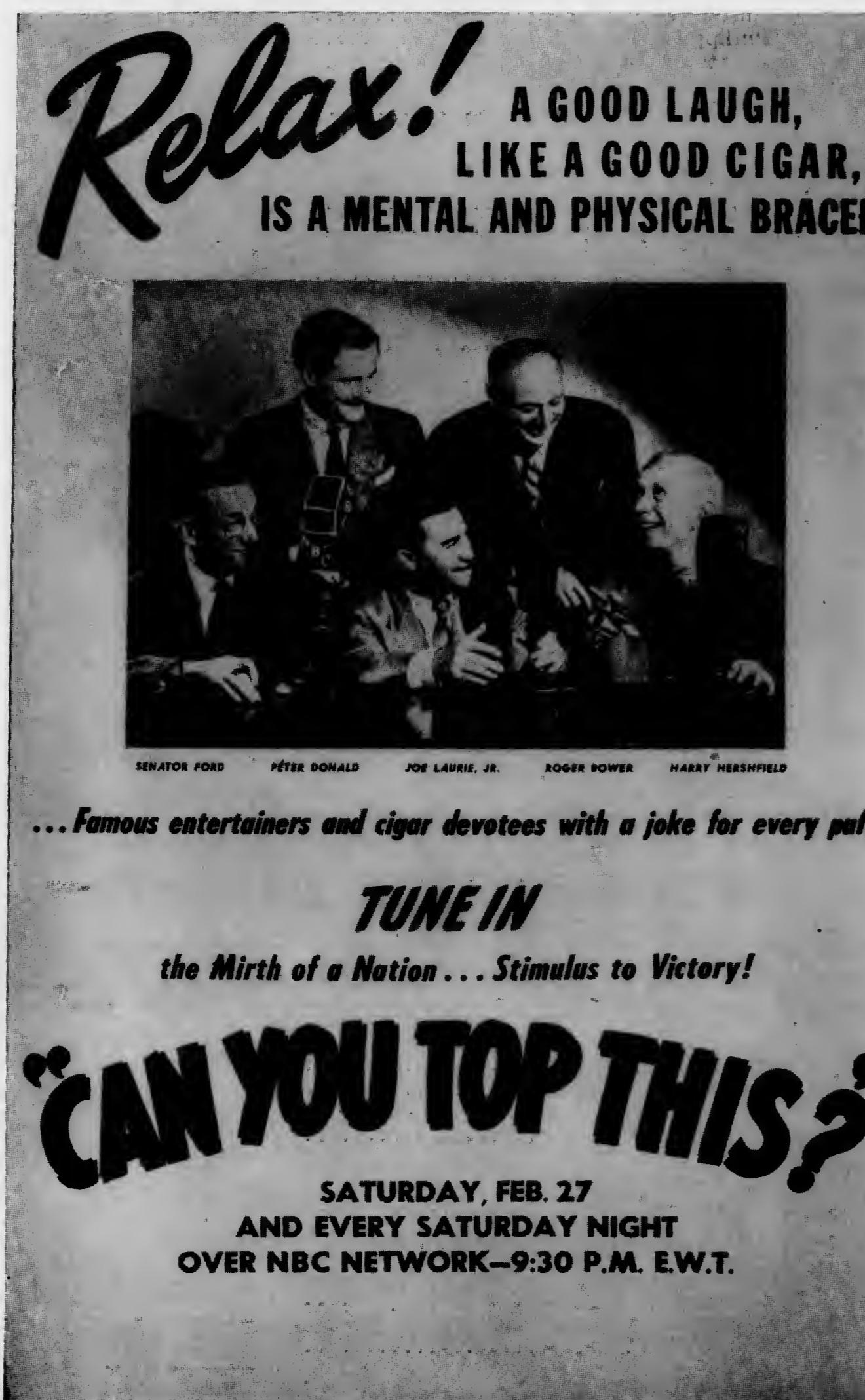
Broadcast every Saturday night at 9:30 P. M., E. W. T., over a national NBC network, "Can You Top This?" is similar to "Information, Please" in that it is an unrehearsed program. On each broadcast Peter Donald reads selected jokes which listeners have sent in; then, as each joke is narrated, "Senator" Ford, Harry Hershfield and Joe Laurie, Jr., try to top it by telling other jokes on the same theme. In the words of *The New York Sun*, "They reach down in their combined experience of one hundred and eight years in show business, pull out an appropriate joke to suit the situation, give it a new twist if needed and toss it into the microphone."

A laugh-meter measures the reaction of the studio audience. Winners who send in jokes which the three encyclopedias of humor can't "top" receive cash and a six month's supply of the sponsor's product, Colgate Dental Cream.

Because neither Ford, Hershfield, nor Laurie know in advance what jokes Peter Donald will read it is not possible to forecast what will be said on the special cigar program the night of February 27th. But it can be prophesied that they will have plenty to say about cigars since all three experts are longtime cigar devotees.

Inasmuch as it is to the industry's advantage to gain the widest possible audience for the program on the night of February 27th the Cigar Institute is distributing posters to Associate Members throughout the nation and is asking that they be displayed for a week to ten days in advance of that date.

This is the first such tie-up arranged with a national radio program by the Institute and may inaugurate a series of similar tie-ups.



SATURDAY, FEB. 27
AND EVERY SATURDAY NIGHT
OVER NBC NETWORK—9:30 P.M. E.W.T.

the Mirth of a Nation... Stimulus to Victory!

TUNE IN

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OVER NBC NETWORK—9:30 P.M. E.W.T.

...Famous entertainers and cigar devotees with a joke for every puff!

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the Mirth of a Nation... Stimulus to

Everett Meyer Again Heads Institute

AN expansion of effort by the cigar industry to meet growing domestic consumer demand for cigars and the needs of the armed forces has been announced by the Board of Directors of the Cigar Institute of America following the annual meeting of manufacturer members of the Institute. Involved is mobilization of the entire industry, taking in the nation's leading retail outlets as well as the major distributors and the nation's leading manufacturers.

Heading this unified program of the industry will be Everett Meyer, President of the Webster-Eisenlohr Company, who was unanimously redesignated Acting President at the directors' annual session in the Waldorf-Astoria Hotel. Mr. Meyer has served in this capacity since the leave of absence granted Albert H. Gregg, Institute President, now American Red Cross Commissioner with U. S. armed forces in England. Mr. Gregg was honored at the meeting by re-election to the Presidency, which he has held since the formation of the Cigar Institute on January 2, 1941.

William A. Best, vice-president of the General Cigar Company, was elected treasurer, and Samuel Blumberg secretary.

On the 1943 Board of Directors are:

William A. Best, General Cigar Co., Inc.

A. Gordon Findlay, American Cigarette & Cigar Co., Inc.

Alvaro M. Garcia, Garcia y Vega.

William Goldstein, P. Lorillard Co., Inc.

Benjamin L. Grabosky, Grabosky Brothers.

Albert H. Gregg.

Maurice Hanauer, Alles & Fisher, Inc.

D. Emil Klein, D. Emil Klein Co., Inc.

Everett Meyer, Webster Eisenlohr, Inc.

A. Joseph Newman, Bayuk Cigars Inc.

Fernando Palicio, Fernandez Palicio y Cia.

Walter Popper, E. Popper & Co., Inc.

Melville E. Regensburg, E. Regensburg & Sons.

John J. Rogers, Waitt & Bond, Inc.

Arthur A. Schwarz, Max Schwarz Mfr. La Primadonna Havana Cigars, Ltd.

The executive committee is made up of Messers. Best, Garcia, Gregg, Klein, Meyer, Newman, and Regensburg.

Keynote of the convention was the maintenance of activities in the expectation that post-war consumption will be on a par with the gains made during the past two years. New highs in sales, over a quarter of a century, have just been achieved by the industry, taking in higher-priced as well as lower-priced brands; and demand is currently running more than 25 per cent. ahead of production although every effort is being made to alleviate the shortage. Mr. Meyer proclaimed the increasing scope and effectiveness of the Institute's promotional program and stated that it had the firm support of the industry's most prominent concerns. With this view Messrs. Garcia, Newman, Goldstein, Regensburg, Grabosky, and Best coincided, in brief addresses on current and prospective trade conditions.

Harry W. McHose, Director of the Cigar Institute, reviewed in detail the activities of that organization during the past year and explained the major policies governing present and future programs. He laid emphasis on the manner in which cigar shortages and the victory tax had been clarified "to a rapidly increasing group of smokers who for more than a year had been

showing a new appreciation of cigars in all classes." Mr. McHose stated that, "not only the distributor and dealer but the consumer became quickly aware of and sympathetic with the problems of the manufacturer," with the remark that this was no ordinary achievement because, unlike other products, cigars had had few if any price changes in many years.

The new price ceilings, growing out of the imposition of the new victory tax, met with universal consumer acceptance, Mr. McHose declared, on information from population centers throughout the country. Smokers know that the cigar has gone to war, the Director affirmed, thus nullifying possible objections to the price rise. The public also appreciates the new problems confronting cigar makers, in personnel, machinery, and higher costs, Mr. McHose said.

As did Mr. Meyer, Mr. McHose referred to the growing popularity of cigars among our fighting men. He cited reports from the South Pacific and North African war zones relative to these increasing demands.

Chief objective of the Institute program, as defined by Mr. McHose, is to create a loyal and ever-expanding market for cigars. All opinion-making media—posters, press, radio, motion pictures—are utilized to popularize cigar smoking.

Cooperative effort with motion pictures, radio and other opinion-making agencies was much strengthened in 1942, said Mr. McHose, and the prospects for the coming year are that this associated promotion will reach a new high.

FLEISHER JOINS ARMY

Malcolm L. Fleisher, executive secretary of Retail Tobacco Dealers of America has asked for a leave of absence in order to join the U. S. Army.

In granting his request, Eric Calamia stated:

"I most willingly grant you the leave of absence which you request so that you may fulfill your patriotic duty. From now on your daily life will be entirely different, but I am sure that the same honest application in the discharge of your new duties cannot fail but to bring credit and recognition to yourself."

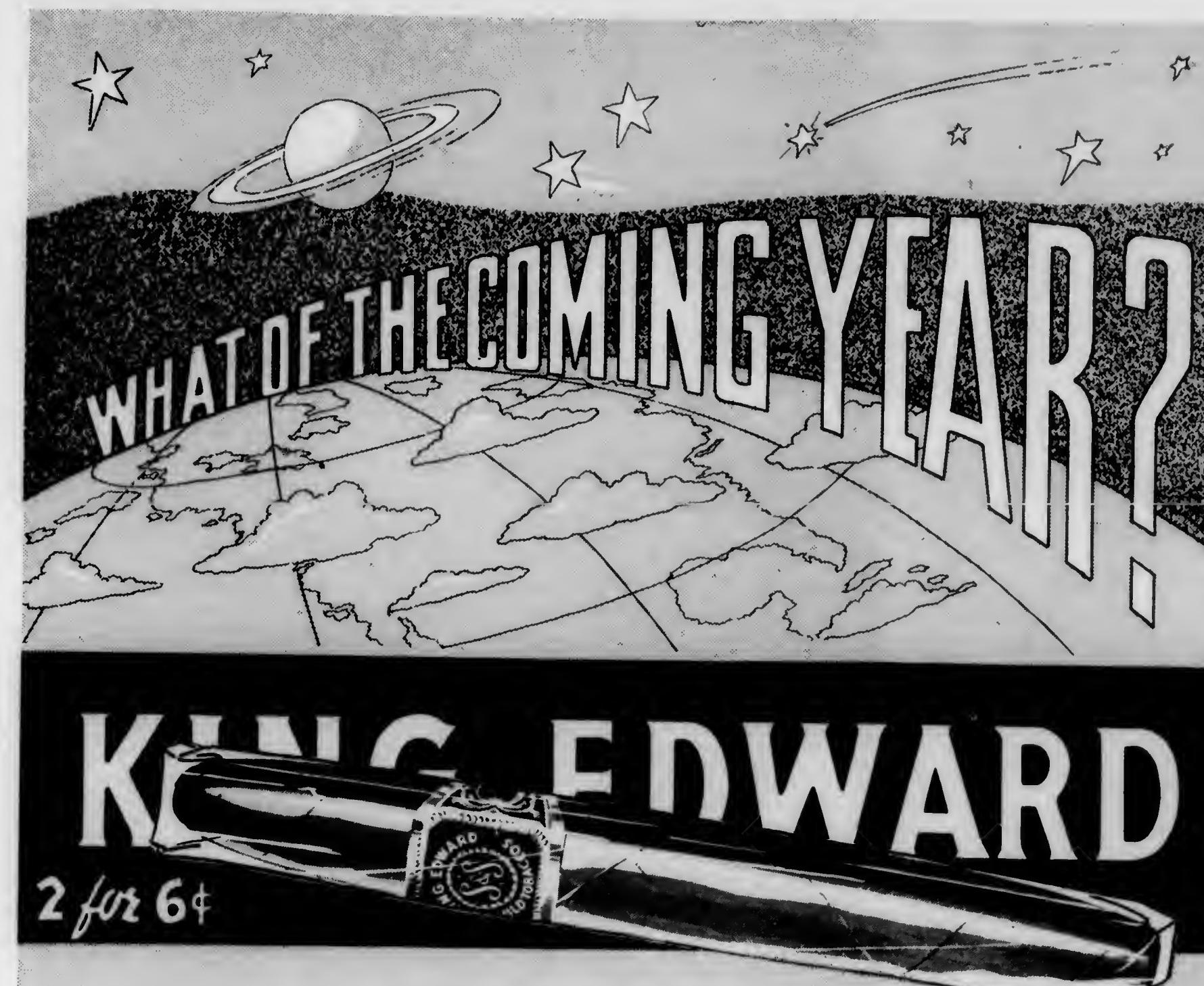
"Just what 1943 holds in store for us, none can foretell and it is fitting and proper that we live from day to day, trying to measure up to each new task that presents itself. I shall ever have before me and will try to follow the example which you set of loyalty and integrity to the Association and its members.

"We both must look forward with confidence to the day when our Country is victorious and peace again prevails. In the meantime, I know that you have the faith to carry on."

CIGAR MANUFACTURERS ELECT

At the annual meeting of the Cigar Manufacturers Assn. of America, the following officers and directors were named: President, Alvaro M. Garcia; treasurer, Walter Popper; general counsel, Samuel Blumberg; executive committee: Mr. Garcia, D. Emil Klein, Everett Meyer, Mr. Popper, Arthur A. Schwartz; Harry P. Wurman; additional directors: Julius B. Annis, Thomas E. Brooks, A. L. Cuesta, Jr., Benjamin L. Grabosky, M. C. Gryzmish, Charles H. Horn, W. D. Knapp, Walter L. Katzenstein, J. C. Newman, George W. McCoy, J. L. Lichtenstein, Mortimer Regensburg, August Sensenbrenner and Samuel Siegel.

The Tobacco World



JNO. H. SWISHER & SON, INC. *Cigar Manufacturers*
JACKSONVILLE, FLORIDA

BROADER MANPOWER HORIZON

By K. VERNON BANTA

A STORY of pioneer days tells of the youth who carried a sack of wheat to the grist mill on horseback; the sack, with the wheat in one end and stones in the other for balance, was thrown over the back of the horse. When the miller suggested that the boy throw away the stones and divide the wheat in the ends of the sack to lighten the horse's load, the youth's answer was: "If this way was good enough for my father, it is good enough for me."

In its treatment of men and women with physical limitations, industry, too, has followed the accustomed way. Tradition had marked the blind for jobs as broom-makers, the man with tuberculosis for light outdoor work, the person who has lost a leg for a job as crossing-watchman. This hit-or-miss classification has totally disregarded the fact that the blind man may have been an industrial engineer before losing his sight; the tubercular, an expert accountant; or the one-legged man, a locomotive engineer.

However, to those charged with the welfare and guidance of the physically handicapped today, all jobs are jobs for the handicapped. Tradition and practice are not easy fetters to break, but the occupational horizon of the physically handicapped is gradually being broadened. There is no reason why it should not be widened to include every job in the Dictionary of Occupational Titles. Achieving that objective will require an intensive and carefully executed job analysis program. This technique entails an analysis of the jobs

February, 1943

THE YEAR that has just become history has been a difficult one. The year that is now starting a new page in history promises to be equally difficult, if not more so.

All of us are faced with grave responsibilities this year. Paramount among them are our responsibilities to our Armed Forces and to our customers. Neither of these should be neglected. Fairness demands a sincere attempt to serve both insofar as it is humanly possible.

With this in mind we start the new year determined to make every effort to take care of the needs of our jobbers and dealers without failing in our duty to the sailors, soldiers and marines who rightfully demand their share of KING EDWARD cigarettes.

To all of our good friends who have been so patient and understanding during the unavoidable troubles of these War years, we extend our thanks, our greetings and our hope that 1943 will be an excellent year for you.

in terms of the usual factors for selection, such as skill, aptitude, and experience. In addition, to determine the specific requirements of a job, the analysis must also show in detail the physical demands, as well as the conditions under which the worker would have to operate.

When such a break-down has been made, it will be possible to relate the requirements of the occupation to the physical capacities of specific individuals. As knowledge of more jobs is developed, the span of occupations in which persons with physical limitations can be suitably and safely placed will increase. Analysis should, of course, be made under actual conditions, and not based on memory or hypothetical conditions. No personnel man has a sufficiently detailed knowledge of all jobs in his plant to relate that information, except in a very general way, to the varied types of physical impairment that applicants may have. When the framework of information has been set up, fitting the specific handicapped person to the job becomes a relatively simple matter. The medical examiner, too, should have a knowledge of the requirements of the job, so that he may be able to determine whether or not the job will be detrimental to the applicant's handicap.

Tools to facilitate the use of information derived from a job analysis can be developed—for instance, a specific industrial plant chart of physical demands and working conditions. This chart should be based on specific information of the physical factors involved in the job and can be exceedingly valuable to the personnel office or the placement officer in the local office of the USES in reviewing the physical requirements of the job. It can be used to break down a single occupation or a complete industry.

LORILLARD'S POPULAR LEADERS

preferred
by millions of smokers —
Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE
AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

MURIEL
BETWEEN THE ACTS
BEECH-NUT KING SIZE

Lorillard Company America's oldest tobacco merchants—Established 1760

BURLEY ALLOCATIONS AUTHORIZED

ALLOCATION of purchases from the 1942 Burley tobacco crop to manufacturers and dealers was authorized in an order issued January 9th by Roy F. Hendrickson, Food Distribution Director, the U. S. Department of Agriculture announces. Principal Burley tobacco States are Kentucky and Tennessee with smaller production in Ohio, West Virginia, Virginia, Indiana, North Carolina, and Missouri. Under the allocation order, manufacturers will be permitted to purchase or otherwise acquire 1942 crop Burley tobacco in an amount not to exceed 90 per cent. of their average purchases or acquisitions from the crops of 1939, 1940, and 1941. Purchases already made from the 1942 crop will be counted against this allotment.

In cases where manufacturers did not make purchases during one or more of the base years, they will compute their allocation on the average of the years they did operate.

Dealers are authorized under the order to purchase for their own account 1942 crop Burley in an amount which will not exceed their average annual purchases during the three base years, 1939, 1940, and 1941.

Purchases of tobacco resold at auction during the base years will not be included in the computation of dealers' allocations. Execution of buying orders from manufacturers by dealers are not purchases for the dealers' own account and are chargeable to manufacturers' allocations.

10

Dealers now purchasing Burley tobacco who did not make purchases during the marketing of the three preceding crops may, if they have organization and facilities to pack tobacco, obtain a special allocation from the Director.

Both the Secretary's order and the Director's order contain provisions for making amendments or modifications in manufacturer and dealer allocations where unusual conditions justify such action.

Manufacturers and dealers will compute their own allocations under the terms of the Director's order. However, manufacturers and dealers covered by the order must submit by January 18 a report showing their purchases from the 1939, 1940, and 1941 crops of Burley tobacco, including the method of acquisition, whether at auction, from dealers or producers. The report must be accompanied by a statement of the manufacturer's or dealer's computation of the number of pounds of tobacco he may acquire from the 1942 crop.

Within ten days after the close of the Burley tobacco auction marketing season, manufacturers and dealers must report to the director the total amount of tobacco they acquired from the 1942 crop whether through auction market purchases or from producers.

It is estimated that manufacturer's auction market allocations, under the order, will account for somewhat less than 90 per cent. of the 1942 Burley crop. The remainder will be acquired by dealers.

Both the manufacturer and dealer allotments represent a slight over-allocation of this year's crop. This is designed to insure full competition for the purpose of maintaining present prices to growers and to take up any slack should the crop turn out to be larger than now estimated, officials explained. Should it appear later that the 1942 Burley crop is larger than present estimates, manufacturers' allocations will be increased.

The basis of allocations used is believed to represent a fair and equitable distribution of this year's crop of Burley tobacco, officials declared.

Records indicate that all companies are in need of a much larger volume of tobacco than was obtained last year and the total of such requirements is greatly in excess of the crop now being marketed. While business of all companies appears to be increasing, some are expanding somewhat more rapidly than others. Officials explained, however, that they were unable to find any satisfactory basis for taking such factors into consideration since favoring one set of companies would mean a corresponding penalty on others who consider themselves equally in need of tobacco.

FOOTE, CONE & BELDING OFFICERS

Foote, Cone & Belding, successor to Lord & Thomas, advertising agents for the American Tobacco Co. and other large accounts, announce that Emerson Foote, of New York, has been elected president; Fairfax M. Cone, Chicago, chairman of the executive committee, and Don Belding, Los Angeles, chairman of the board.

Mr. Foote will remain in charge of New York operations, Mr. Cone the Chicago office, and Mr. Belding the Pacific Coast. The San Francisco office will be managed by Eugene I. Harrington. At a meeting of the executive committee, held in Chicago January 16, other officers were elected.

The Tobacco World

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

If your firm has not already installed the Payroll Savings Plan, *now is the time to do so*. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW, Washington, D. C.

Save With
War Savings Bonds

This Space Is a Contribution to America's All-Out War Program

11

February, 1943

KEEP 'EM COMING BACK FOR MORE

Here's how to make a hit with your customers. Tell them that Raleighs carry a valuable coupon good for a wide choice of handsome, useful premiums. You'll find that recommendation makes new friends who will keep coming back to you for Raleighs and other purchases.

Brown & Williamson Tobacco Corporation

TUNE IN . . . Red Skelton Tuesdays, Tommy Dorsey Wed., NBC Network.

CIGARETTE SET
Ask the B&W salesman for a supply of the new full color catalogs showing all the handsome premiums.



NATD REGIONAL MEETINGS

By JOSEPH KOLODNY,
Executive Secretary, NATD

THE first of the NATD regional meetings for 1943, held at Chicago, January 15th and 16th, proved successful from every standpoint. The attendance was highly representative of the entire mid-west area. The advance notices of the meeting stressed that it was to be a wartime conference devoted strictly to business, devoid of entertainment features and without the customary glitter and frills of a peacetime convention. Yet, regardless of the absence of these pleasurable adjuncts, the number of industry members who attended was unprecedented for a regional meeting.

This is ascribable principally to the fact that the distributors are eager to understand the vast number of government war regulations to which they are subject, and are anxious to confer with their fellow wholesalers concerning the best ways to adjust their businesses to the exigencies of the war.

Problems of merchandise shortages, manpower, curtailments in delivery operations, ceiling prices, inventory control and many other critical developments make it imperative for the distributor not only to make current adjustments but to anticipate what lies ahead.

It has again been evidenced that the efficient trade association provides the best vehicle for assembling members of an industry and focusing attention upon the situations and issues which must be dealt with.

The second regional meeting was held Wednesday, January 27th, at the Hotel Commodore, New York. The sessions included a dinner meeting that evening and a concluding business session on Thursday morning, January 28th. Members of the industry in the New England and Middle Atlantic States attended.

PHILIP MORRIS RENEWS "PLAYHOUSE"

Beginning its seventh year as a continuous Columbia client, Philip Morris & Co., Ltd., announces renewal of its full network program, "The Philip Morris Playhouse." The renewal, effective February 5th, continues the program on the full Columbia network, dramatizing famous motion pictures with Hollywood stars playing the leads.

Broadcast Friday evenings from 9 to 9:30 E. W. T., with rebroadcast at 11:30, the show is for Philip Morris cigarettes.

The Biow Company, Inc., handles the account.

The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



NATD RE-ELECTS OFFICERS

At the first 1943 meeting of the board of directors of the National Association of Tobacco Distributors, held at the Palmer House, Chicago, January 16th, the incumbent officers were re-elected unanimously and Henry Gunst, of the Cliff Weil Cigar Co., Richmond, Va., who has served many years as a director, was elected a vice-president.

A number of directors whose terms are expiring were re-elected and there will be two new faces on the board. These are Richard C. Pinney, of the H. E. Shaw Co., Worcester, Mass., and Leroy F. Ball, of the King Cigar Co., Flint, Mich.

BEST AND NEWMAN NAMED

William A. Best, vice-president of General Cigar Co., was elected treasurer of the Cigar Institute of America, Inc., at a meeting of the executive committee in the Vanderbilt Hotel, January 6. At the same meeting, A. Jos. Newman was named chairman of the Institute's membership committee for 1943.

12



Did you say 10¢?

When they step up to your counter, be sure they—

Make a date with MODEL

LOW GRADES FOR INSECTICIDES

ACTING to augment supplies of insecticides, vitally necessary to food production this year, Secretary of Agriculture Claude R. Wickard today issued an order reserving certain low grades of the 1942 crop of some types of dark tobacco for use in manufacture of nicotine sulphate and nicotine alkaloid. The regulation requires that these grades of tobacco be sold only to manufacturers of nicotine sulphate and nicotine alkaloid. It became effective on January 22d.

Principal sources of insecticide bases such as rotenone and pyrethrum in the East Indies have been cut off by the war in the Pacific. The Department of Agriculture since last April, however, has operated a program encouraging diversion of low-grade dark tobacco to nicotine alkaloid and nicotine sulphate.

Grades of tobacco covered by the order are among the lowest grades of tobacco appearing on the market, but they are suitable for nicotine production.

Officials said that steps are being taken to insure that producers will not be penalized in price by the diversion of the grades covered to the nicotine program.

RICHMOND'S CIGARETTE OUTPUT

During a year of wartime prosperity which saw many business records broken, Richmond held its place as a leading cigarette producing center of the nation by turning out a total of more than 87 billion units in 1942, according to figures announced in the annual business review of the Richmond Chamber of Commerce. With cigarette machines humming day and night to turn out huge quantities of the short smokes for the armed forces as well as civilian consumption, 1942's total was nearly 16 billion above the preceding year's 71½ billion. Production for December, 1942, was over 7 billion units.

U. OF P. DEAN ON BAYUK BOARD

Harry J. Loman, Associate Dean of the Wharton School, University of Pennsylvania, has been elected to the Board of Directors of Bayuk Cigars, Inc., it has been announced by A. Jos. Newman, president of the company.

A member of the Wharton School faculty since 1919 and Associate Dean since 1939, Mr. Loman also is Professor of Insurance, and has served as a consultant to the Pennsylvania Department of Labor and Industry.

February, 1943

SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye
It's Lighter - for Shipping
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St. Newark, N. J.

Established 1886 "BEST OF THE BEST"



Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

AUTOKRAFT CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hanover, Pa.
Philadelphia, Pa.
Hellam, Pa.
Wheeling, W. Va.

13

Tobacco Merchants Association Registration Bureau, NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—if a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

WEDDING BELLS:—46,932. For cigarettes and tobacco. Registered by Abe Finley, Syracuse, N. Y., on December 8, 1942.

TRANSFERRED REGISTRATIONS

WEDDING BELLS:—(U. S. Tobacco Journal). For cigars. Registered June 28, 1880, by Powell & Goldstein, Oneida, N. Y. Through mesne transfers acquired by Napoleon Cigar Co., Inc., Syracuse, N. Y., and re-transferred to Abe Finley, Syracuse, N. Y., on December 28, 1942.

WEDGEWOOD:—22,680 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 19, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to Pennstate Cigar Corp., Philadelphia, Pa., on December 31, 1942.

SPANA LEO:—31,897 (Tobacco Leaf), and 31,932 (U. S. Tobacco Journal). For cigars. Registered July 11, 1906, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Charles J. Bengelsdorf, Bay City, Mich., on January 21, 1943.

SAN TELMO:—12,139 (Trade-Marl Record). For cigars. Registered October 13, 1892, by Geo. S. Harris & Sons, Philadelphia, Pa. Also 11,920 (Tobacco Leaf). For cigars. Registered by San Telmo Cigar Co., Detroit, Mich., on May 4, 1896. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Charles J. Bengelsdorf, Bay City, Mich., on January 21, 1943.

TRANSFERRED REGISTRATION

Changed Certificate Issued

WEDGEWOOD:—22,680 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 19, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transfer certificate previously announced cancelled, and new certificate issued transferring registration for cigars to Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferring same to Pennstate Cigar Corp., Philadelphia, Pa., on December 31, 1942.

*Manufactured Tobacco Produced by Classes (As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of October

Product	1942	Increase or Decrease Quantity	Per Cent.
Plug	5,035,760	+	326,039 6.92
Twist	526,095	+	12,312 2.40
Fine-cut Chewing	426,096	—	40,618 8.79
Scrap Chewing	4,624,463	+	608,906 15.16
Smoking	15,980,484	—	3,360,954 17.38
Snuff	3,251,855	—	413,350 11.28
Total	29,844,753	—	2,867,665 8.77

Ten Months Ending October 31

Product	1942	Increase or Decrease Quantity	Per Cent.
Plug	45,553,063	+	2,924,770 6.86
Twist	5,025,109	+	301,037 6.37
Fine-cut Chewing	4,229,158	—	108,732 2.51
Scrap Chewing	41,780,373	+	4,307,290 11.49
Smoking	145,782,251	—	21,138,426 12.66
Snuff	33,922,367	+	621,602 1.87
Total	276,292,321	—	13,092,459 4.52

*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. President
WILLIAM BEST, New York, N. Y. Chairman Executive Committee
ASA LEMLEIN, New York, N. Y. Treasurer
CHARLES DUSHKIND, New York, N. Y. Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG President
EVERETT MEYER Vice-President
D. EMIL KLEIN Treasurer
SAMUEL BLUMBERG Secretary
H. W. McHOSE Director
Headquarters, 630 Fifth Ave., New York City

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J. RENZ EDWARDS President
HENRY GUNST Vice-President
STANLEY STACY Treasurer
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ALVARO M. GARCIA President
WALTER E. POPPER Vice-President
SAMUEL BLUMBERG General Counsel
Executive Committee—Alvaro M. Garcia (Ex-officio), Thomas C. Breen, Harley W. Jefferson, D. Emil Klein, Walter E. Popper, Harry C. Carr, and Arthur A. Schwarz.

THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. President
ARTHUR McGUIGAN, Red Lion, Pa. Vice-President
RUSSELL S. STINE, Red Lion, Pa. Secretary
A. S. ZIEGLER, Red Lion, Pa. Treasurer

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FRANCISCO GONZALEZ Vice-President
JOHN LEVY Treasurer
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INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

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BEARDARD ARBITAL First Vice-President
IRVING MCKEEY Third Vice-President
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BERNARD BERNSTEIN, 42 Broadway, New York, N. Y. Secretary

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

EDWARD W. ROSENTHAL President
HARRY ABRAMS Treasurer
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. Secretary

B. F. FEW BECOMES LIGGETT & MYERS A. M.

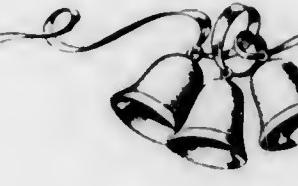
Liggett & Myers Tobacco Company has announced that W. D. Carmichael, for a long number of years a vice-president and director, retired January 1, 1943, in accordance with the company's employee retirement plan. B. F. Few, for several years a vice-president and director, succeeds him in charge of advertising.

To fill the vacancies created by Mr. Carmichael's retirement, W. A. Blount, a director of the company, who has for a number of years been in charge of production and the purchase of leaf tobacco, was elected a vice-president. G. W. Thompson, assistant to G. W. Whitaker, vice-president, was elected a director. Mr. Thompson, beginning as a salesman with the company, has come up through the ranks of the sales department to his present position.

Internal Revenue Collections for December

Source of Revenue	1942	1941
Cigars, including floor tax	\$ 2,951,260.39	\$ 1,129,532.51
Cigarettes, including floor taxes	73,986,360.12	52,655,002.29
Snuff	716,627.05	597,690.35
Tobacco, chewing and smoking	3,618,046.42	3,770,128.19
Cigarette papers, tubes and leaf dealer penalties	87,187.31	149,327.48

Thanks
to our new friends
and to our old



In the troubled year just passed, we, the makers of Old Gold Cigarettes, have had the most heart-warming experience a manufacturer can have.

Several millions of additional smokers turned to the enjoyment of Old Golds. This gave us the best year in our long history, and for this we are deeply grateful. We want to say thanks especially to our many friends in the Service, both new and old, to whose approval we owe so much.

We enter this New Year with a new sense of our obligations to all of you. We shall continue to give you smokers in the Service a cigarette blend of the finest quality—using the finest tobaccos available and the most modern methods of manufacture.

And for all of you, our friends, we hope this will be a happier year and a victorious one!

P. Lorillard Company

America's Oldest Tobacco Merchants • Established 1760



Makers of OLD GOLD Cigarettes

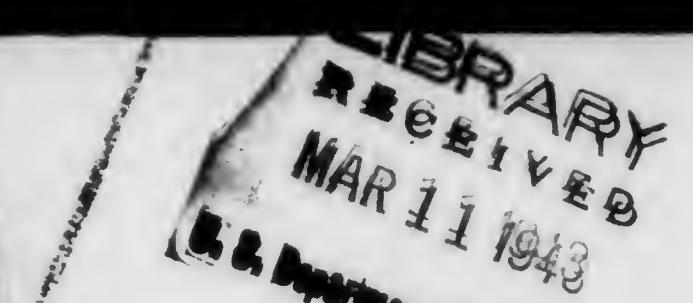
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MARCH
1943

TOBACCO WORLD

MORE MEN
HAVE ENJOYED
WHITE OWLS
THAN ANY OTHER
CIGAR EVER MADE
IN THE
UNITED STATES

ESTABLISHED
1881



CIGAR DEMAND EXCEEDS
PRODUCTION, HAMPERED
BY SHORTAGE OF LABOR

"Cigar consumption would increase certainly 30 or 40 per cent. over last year's consumption if manufacturers had an ample supply of labor to make them. There is a sufficient stock of raw materials of all kinds to take care of that additional increased demand but due to the shortage of labor, there is not a manufacturer today that is able to fill over 65 per cent. of his orders and many have been cut down to a point where they are not filling over 50 per cent. of their orders at this time. We doubt if that situation will improve because labor is becoming scarce in every area."

—From a report of Harley W. Jefferson, Tobacco Section Chief of the War Production Board, to the Cigar Institute of America.



Send him Camels First in the Service

*The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.)



MAYBE HE WEARS the O.D. of the Army — maybe the blue of the Navy and Coast Guard — or the forest green of the Marines—it's all the same: Camels, with that "I'd walk a mile for" flavor, will be welcome as often as you send them. So—send him a carton of Camels today.

*"I'd walk many a mile
just to hand him
these Camels!"*

It's the most welcome gift you can send him...a carton of Camels—the soldiers' favorite

SURE, you'd rather *hand* them to him...but you don't have to see him to know that he'll appreciate a carton of Camels. For with men in *all* the services, cigarettes are the gift they want most from home.

And when you send him Camels—the *mild, slow-burning cigarette*—you're sending the brand men in the service prefer. Army, Navy, Marines, Coast Guard—the favorite is Camel.* Send him a carton today.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

Vol. 63

MARCH, 1943

No. 3

BECAUSE the annual meeting of the Cigar Manufacturers Association coincided with the press deadline for our February issue, we were able to publish at that time only the names of the officers and directors named in the annual election. So important, however, were the deliberations at the annual gathering of the association, representing nearly three-fourths of the dollar volume of the American cigar industry, that we are constrained to highlight them, so that our readers may have them for the record. A "covenant of co-operation" with federal agencies was declared, and the functioning efficiency of the association was attested by high government officials. At the same time it was revealed that voluntary rationing of cigars, covering medium and higher-priced brands as well as the low-priced product is continuing, and has been scheduled on an equitable basis to trade and consumer. This declaration of "working together" with Washington bureaus, first in joint appraisal of problems and then in fulfillment of policies and stipulations, epitomizes the report of the CMA meeting. It was the result of a series of meetings in which all factors within the industry engaged and which were preceded by many conferences with Washington officials.

pressing the conviction that, in the light of present-day conditions, the collapse of the National Recovery Act was a blow to American industry. At the time of its adoption, until about a year ago, our national economy was in relatively reasonable balance as determined by the forces activating free markets. Today our economic forces are not in balance, or anything approaching it. That is why, in the essential effort to restore these balances, new industrial agencies, such as WPB and OPA are created. I contend that our entire production situation would have been held on an even keel had the old NRA industry committees been allowed to function these past seven years. Business would have been more adequately prepared against threats and obstacles growing out of revolutionary changes involved by the depression, by the war, and finally by our entry therein as a result of overt attack. Seven years ago and now, the purposes of industry agencies, by any name, were and are to permit each industry to conduct its affairs in tune with its requirements for the benefit of the whole. It has to be that way. You and I, if in the position of administrators in Washington, would do everything to prevent the tragedies which existed after the last war."

THIS is no shotgun wedding," declared Alvaro M. Garcia, president of Garcia y Vega, now starting another term as CMA president, in his inaugural message of the year. "We believe all agencies, public and private, must be geared to the needs of a country at war, and the governing need must be the pursuit and assurance of victory. Further, if we expect to hold the cigar industry in balance, it must be through a service to the government, no matter at what cost, until a victorious end of the war, and then in postwar adjustments. Certainly it is our job and our desire to reduce the possible margin of error by co-operation and by the manifestation of complete confidence in the agencies set up by our government.

REGIMENTATION in prices, rents, wages, rationing of food and consumer goods, social securities and taxation, will have to continue long after the war. Sudden demands of regimentation on a peaceful, free nation naturally cause misunderstanding and criticism, but much of these are without ascertainable justification and merit. I say to our members: Give everything you have to our government—and the Cigar Manufacturers Association will do all in its power to assist our industry in accomplishing the utmost in service for its membership, the consumer and the nation. In analyzing the recent American economic scene, I cannot refrain from ex-

SAMUEL BLUMBERG, secretary and counsel, who represented the cigar men at Washington hearings, emphasized the industry's attitude. He said: "Realization of the need for restrictions and regulations as an incident to the effective prosecution of the war is undoubtedly one of the safeguards for even partial continued business operations. Industries which are prepared voluntarily to accept these burdens will find our government agencies ready and willing to co-operate in order to permit industry to continue, however difficult it may be. Our task this year, undoubtedly the most vital year of our war economy, will be to augment this effort in every way possible. Alert, where discriminatory and unnecessary hardships are imposed upon our industry, to have these wrongs righted, yet ever ready to implement government agencies, to urge upon our industry acceptance of these directives and to comply fully and completely. This is our responsibility."

THUS was sounded the keynote of the industry's wholehearted co-operation with the war program, in the face of the greatest production problems in the history of this pioneer American industry, with demand for various brands more than 25 per cent. over ability to deliver. In attendance were Harley W. Jefferson, chief of the tobacco section, WPB, and Meredith S. Kohlberg, acting head, tobacco

(Continued on Page 13)

High-priced Cigar Sales Up in January

FOLOWING the heavy production in the closing months of last year, January of this year showed an unusually big decline in the output of the first four classes of cigars (11.36 per cent.) resulting in a net decline for all classes (4.67 per cent.) in spite of some tremendous increases in the classes of cigars selling above 8 cents. These are the highlights of the comparative data of January tax-paid cigars by classes, revealed in the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the United States.

Total of the new combined Classes A, B, C and D was 380,359,265, as compared to 429,088,745 for the two old Classes A and B, a decrease of 48,729,480, or 11.36 per cent.

New Class E cigars totaled 50,730,315, as com-

pared to 27,493,710 for the old Class C, an increase of 23,236,605, or 84.52 per cent.

New Class F cigars totaled 5,653,990, as compared to 1,581,478 for the old Class D, a rise of 4,072,512, or 257.51 per cent.

New Class G cigars totaled 226,810, as compared to 208,660 for the old Class E, a gain of 18,150, or 8.7 per cent.

All classes of cigars aggregated 436,970,380, as compared to 458,372,593, a decrease of 21,402,213, or 4.67 per cent.

The month was also featured by a 100 per cent. increase in shipments of cigars from Puerto Rico. Puerto Rican cigars gain importance at this time despite the relatively small percentage they comprise of total United States consumption, because most of them were in the class suffering shortage.

Cigars Made to Sell at Not Over 8¢ Each			
January 1943			
Class A—			
United States	40,259,900		
Philippine Islands		
Puerto Rico		
	40,259,900		
Class B—			
United States	102,098,085		
Philippine Islands		
Puerto Rico		
	102,098,085		
Class C—			
United States	231,320,955		
Puerto Rico	226,175		
	231,547,130		
Class D—			
United States	6,454,050		
Puerto Rico	100		
	6,454,150		
Subtotal	380,359,265		
Decrease — 48,729,480 (— 11.36%)			
Cigars Made to Sell at Over 8¢ Each and Not Over 15¢ Each			
January 1942			
Class E—			
United States	50,730,215		
Puerto Rico	100		
	50,730,315		
Increase + 23,236,605 (+ 84.52%)			
Cigars Made to Sell at Over 15¢ Each and Not Over 20¢ Each			
January 1943			
Class F—			
United States	5,653,990		
Puerto Rico		
	5,653,990		
Increase + 4,072,512 (+ 257.51%)			
Cigars Made to Sell at Over 20¢ Each			
January 1942			
Class G—			
United States	226,810		
Puerto Rico		
	226,810		
Increase + 18,150 (+ 8.70%)			
Aggregate of All Classes			
January 1943			
United States	436,744,005		
Philippine Islands		
Puerto Rico	226,375		
	436,970,380		
Decrease — 21,402,213 (— 4.67%)			

*Compiled from comparative data of January tax-paid products released by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Cigarettes Continue to Amass Gains

ALONE among all the major classifications of tobacco products, cigarettes (large and small) continued to pile up large gains in production in January, as reflected in the sales of revenue stamps for the month, reported in the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the United States.

Standard cigarettes totaled 20,370,214,230, as compared to 19,502,879,370, an increase of 867,334,500, or 4.45 per cent.

Large cigarettes totaled 220,455, as compared to

195,730, a rise of 24,725, or 12.63 per cent.

Little cigars totaled 10,637,120, as compared to 14,092,000, a drop of 3,454,880, or 24.52 per cent.

Snuff totaled 3,585,982 pounds, as compared to 3,882,351, a decline of 296,369, or 7.63 per cent.

Chewing and smoking tobacco totaled 21,710,667, as compared to 24,055,265, a loss of 2,344,598, or 9.75 per cent.

For the first seven months of the fiscal year, cigars, cigarettes and large cigarettes are up; the other classifications are down. Following are the figures:

Product	Month of January		Increase or Decrease Quantity	Per Cent.
	1943	1942		
Cigars:				
All Classes:				
United States	436,744,005	458,277,423	—	21,533,418 4.70
Philippine Islands	770	—	770
Puerto Rico	226,375	94,400	+	131,975
Total	436,970,380	458,372,593	—	21,402,213 4.67
Little Cigars:				
All United States	10,637,120	14,092,000	—	3,454,880 24.52
Cigarettes:				
United States	20,370,214,230	19,502,624,610	+	867,589,620 4.45
Philippine Islands	120	—	120
Puerto Rico	255,000	—	255,000
Total	20,370,214,230	19,502,879,370	+	867,334,500 4.45
Large Cigarettes:				
United States	220,455	180,610	+	39,845 22.06
Philippine Islands	120	—	120
Puerto Rico	15,000	—	15,000
Total	220,455	195,730	+	24,725 12.63
Snuff (lbs.):				
All United States	3,585,982	3,882,351	—	296,369 7.63
Tobacco (Chewing and Smoking) lbs.:				
United States	21,710,667	24,055,265	—	2,344,598 9.75
Philippine Islands	1	—	1
Total	21,710,667	24,055,266	—	2,344,599 9.75

Product	1st Seven Months		Increase or Decrease Quantity	Per Cent.
	Fiscal Year 1943	Fiscal Year 1942		
Cigars:				
All Classes:				
United States	3,759,114,715	3,582,217,473	+	176,897,242 4.94
Philippine Islands	93,957,780	—	93,957,780
Puerto Rico	340,700	979,525	—	638,825
Total	3,759,455,415	3,677,154,778	+	82,300,637 2.24
Little Cigars:				
All United States	74,997,165	84,403,920	—	9,406,755 11.14
Cigarettes:				
United States	147,223,389,355	127,417,785,625	+	19,805,603,730 15.54
Philippine Islands	80,220	—	80,220
Puerto Rico	660,400	2,979,860	—	2,319,460
Total	147,224,049,755	127,420,845,705	+	19,803,204,050 15.54
Large Cigarettes:				
United States	1,887,328	1,246,197	+	641,131 51.45
Philippine Islands	520	—	520
Puerto Rico	1,320	104,400	—	103,080
Total	1,888,648	1,351,117	+	537,531 39.78
Snuff (lbs.):				
All United States	23,225,424	23,681,544	—	456,120 1.93
Tobacco (Chewing and Smoking) lbs.:				
United States	162,662,301	174,129,514	—	11,467,213 6.59
Philippine Islands	20	—	26
Total	162,662,301	174,129,540	—	11,467,239 6.59

*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Cigars Needed on War and Home Fronts

EVIDENCE that the production, manufacture and distribution of tobacco products is an industry which is essential to the morale of both civilians and men in the armed forces continues to pour in, reports the Cigar Institute of America. From both sides of the American continent and from across the ocean has come testimony to the essential place cigars occupy on the war front and home front.

Burnet Hershey, former president of the Overseas Press Club, now on assignment in the African war zone, wrote the Cigar Institute recently from London: "I can tell you this—the cigar situation in England is appalling. Cigar smokers complain that they cannot get either the quality or quantity of cigars they used to enjoy. . . . It may interest you to know that the American quartermaster has been selling cigars to the officers but doles them out on a ration basis of four cigars a week for each buyer. They have only a few brands on hand. I should imagine that many of our officers and men would like some really good Havanas if they could get them."

He incloses a clipping headlined "We're Down to Our Last Few Havanas." The clipping, from a great English daily, goes on to say, "Cigar smoking in the good wage areas of Britain has increased rapidly; we are living on stocks and there are very few Havanas left."

A letter from Carl Gardner, editor of "Our Army," states: "There is one thing certain. Since the pay increase was granted to Army men, soldiers have become great cigar smokers. They have the money now to buy cigars and they like to indulge in them. I have had several comments from friends through the service at the tremendous increase in cigar smoking on the part of soldiers."

Army officials recognize that smokes are necessary to morale, that they contribute to comfort and contentment in off-duty hours. During the first World War, General John J. Pershing cabled Washington to include tobacco in rations for the A. E. F., saying, "its absence causes distress."

An article in a recent issue of the San Francisco "Chronicle" surveys wartime problems of the tobacco industry and declares: "The biggest customer now being the Government, the industry had to decide whether to allow civilians to have any cigars, what with every private, when made a corporal, buying a box and passing them out."

"The industry has managed to arrange an allotment system that balances between the armed forces and the civilian trade. The allotment started last August, began to smooth out in October, and now the whole cigar production is on that basis."

An editorial, "About Tobacco Rationing," in the Brooklyn Citizen says: "Because tobacco rationing would not aid the war effort, this editorial department is opposed to such action." After declaring flatly that smokes are vital to the morale of the armed forces and the civilian population which must provide the men at the front with the implements of war, the editor continues: "Despite the condemnation of reformers, tobacco really does help morale and serves that purpose well among the armed forces. For that very reason,

civilians are likewise entitled to a fragrant whiff now and again."

"This is no time to alter abruptly the habits of a nation. Startling as it may seem, many people can get along better with less food than they can with less tobacco. Well-ordered food rationing, such as this country is able to put into effect, will have little effect on the energy sources of the citizenry. Indeed, the new system might prove a blessing to persons who have had no knowledge of the nutrition needs of their own bodies. Reduction of tobacco supplies for smokers, however, would have enervating effects on those who have been smoking for years. Indeed, curtailment of wartime smoking might cause many smokers to eat more at a time when the conservation of food supplies is so necessary.

"Shortening of the sales of tobacco could have no other than a deterrent effect on the war effort."

FATHER'S DAY CONTEST

The 1943 competition for the best city-wide Father's Day plan has been announced by Alvin Austin, executive director of the National Council for the Promotion of Father's Day. The prize this year will be \$200 for the best plan employed by a local Father's Day committee. It is suggested by the Council that celebrations of Father's Day in local communities this year be keyed to the national theme "Thirty-three million fathers: Buy a Billion in Bonds."

"The winning of the war will be the basis of all Father's Day observance this year," said Mr. Austin. "Every element of American life is being brought into play in furthering this program—the movies, Chambers of Commerce, local newspapers, magazines, stores, churches, social and patriotic societies and athletic organizations. The entire effort is being themed and guided by the National Father's Day Committee, which will be in charge of the national background activities through radio networks, magazines and governmental bureaus and offices. This over-all program will be extended to local community activities in cities, towns and hamlets through the local city plan," Mr. Austin explained.

MOZAMBIQUE CROP INCREASED

The 1942 tobacco crop in Mozambique is estimated at about 672,000 pounds, as compared with the 1941 production of 616,000 pounds, and it is expected that production in the near future will be increased to more than 1,000,000 pounds. The increase is desired to provide for exports to Portugal. The local cigarette manufacturing industry requires about 600,000 pounds of tobacco annually, and quantities in excess of that amount would be available for export, according to a report recently received in the Office of Foreign Agricultural Relations. The limited quantities of tobacco exported from Mozambique during the first ten months of 1942 included small shipments to Portugal. Exports during 1941 amounted to only 30,000 pounds, all of which was destined to Angola.

The Tobacco World

BAYUK'S ANNUAL REPORT

BAYUK CIGARS, INC., in its annual report to stockholders, shows earnings before taxes on income for 1942 of \$2,235,760.54, equal to \$5.69 per share of common stock. Net earnings were \$1,257,166.90, equal to \$3.20 per share. From the net was paid \$589,597.43, representing dividends of \$1.50 per share and \$667,569.47 was added to surplus, equal to \$1.70 per share. The company has no preferred stock. Provision for income and excess-profits taxes totaled \$978,593.64.

Earnings before taxes on income during 1942 were about 9 per cent. less than for 1941. The reduction in earnings was caused principally by higher costs of tobacco, labor and supplies. Taxes on income for 1942 were approximately 7½ per cent. higher than the aggregate of taxes for 1941.

Because of wartime conditions, and the resulting need for increased raw material inventories, the company strengthened its working capital in 1942 by approximately \$800,000. As of December 31, 1942, the company's current and fixed assets totaled \$17,724,241.67, compared to \$16,304,245.93, as of December 31, 1941.

A. Jos. Newman, president of Bayuk Cigars, Inc., reported that the company's sales show gratifying increases, with sales confined to territories open in years past with the exception of supplying the Army and Navy in the United States and throughout the world.

Discussing employee relations, Mr. Newman said that Bayuk, first company in the cigar industry to give its employees a vacation with pay, would continue the policy, described as "a great help in building loyalty for the company among its employees." Mr. Newman further told the stockholders:

"Your company's policy in providing the best possible working conditions for employees and its efforts to protect them from injuries resulted in the establishment of a world's record for consecutive hours of work without loss of time due to injuries sustained within the plant.

"In consequence the National Safety Council, in the fall of 1942, awarded to your company the National Medal of Honor for this achievement. By reason of this accomplishment, the manufacturing plants of your company in Philadelphia enjoy the lowest compensation insurance rate for the cigar industry within the State of Pennsylvania."

The annual stockholders meeting is to be held at Baltimore, May 5, 1943.

NEW SINGER FOR "GAY 90'S"

Miss Lillian Leonard, relative of the famed Lillian Russell, of an earlier day, is the new featured singer on the Monday night Gay Nineties Revue, popular program sponsored by the United States Tobacco Company for Model tobacco. Joe Howard, veteran troubadour, is master of ceremonies. Arthur Green, "Dance King" composer of original music for Irene and Vernon Castle, is coach and chairman of the newly formed advisory board for the revue.

HAAS NOW SCHULTE V. P.

Albert L. Haas, now general manager of Sears, Roebuck & Co.'s Brooklyn store, will resign his position on March 1 to become vice-president in charge of operations of all retail stores in the D. A. Schulte, Inc., chain.

March, 1943

WALT DISNEY'S newest featured character—and Donald Duck's arch rival—is cocky Joe Carioca, star of "Saludos Amigos," which is now being shown at theaters across the country. Joe, a gaily colored parrot, is a native of Brazil. The Cigar Institute of America reports that his trademark is a cigar, and, like Churchill's, it is always in his mouth. "Saludos Amigos" is a charming, tuneful tribute to our good neighbors of South America and has already met with overwhelming approval south of the border, where the picture was released first as partial repayment for the wonderful co-operation given the Disney group by official and private groups.

Joe was discovered by Disney and a group of his artists, musicians and writers who last year made an extended tour through South America absorbing material for the Latin musicals which Walt will introduce with "Saludos Amigos."

Out of the many parrot jokes they heard in Rio de Janeiro, Walt and his staff conceived the idea of a cigar-smoking parrot as the logical hero of their picture.

Joe, his cigar cocked at a perky angle, is smart enough to knock the ears off Donald Duck, who finds the clever little parrot an amiable but crafty fellow. From Joe, Donald learns the Samba in "Aquarela do Brasil," one of the most colorful episodes in "Saludos Amigos." Besides "Aquarela," the picture contains "Pedro," a story of Chile; "El Gaucho Goofy," an Argentine subject; and "Lake Titicaca," a tribute to Bolivia and Peru.

NEW PHILIP MORRIS ISSUE

Philip Morris & Co. has filed with the SEC an amendment to its registration statement covering the issuance of 105,176 shares of common stock, par value \$10, and 893,996 rights to full and fractional subscription evidencing rights to subscribe for the stock.

Principal feature of the amendment was the setting of the price of the stock at \$62 a share at which price it will be offered to the holders of its common stock rights at the rate of one share of the common stock for each eight and one-half shares of presently held common stock of record February 19, 1943. Unsubscribed stock will be purchased by the underwriters at \$62 a share.

The company will pay to the several underwriters an amount equal to \$1.375 a share in respect of all the 105,176 shares of common stock, plus, if the aggregate number of shares of unsubscribed stock purchased by them shall be more than 10,517, an additional \$1.50 a share for each share so purchased.

Forty-four underwriters, headed by Lehman Bros. and Glore, Forgan & Co., were listed in the amendment.



LORILLARD'S POPULAR LEADERS

preferred!
by millions of smokers —

Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE
AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

P.Lorillard Company America's oldest tobacco merchants—Established 1760

TOBACCO DEALERS AND MANPOWER REGULATIONS

By ERIC CALAMIA
President, Retail Tobacco Dealers of America

IN times of war emergency all industries not contributing directly to the war effort must expect strict regulation. Consequently, Manpower Commissioner McNutt's recent order which aims to release from non-essential business, all married men in the age group of 18 to 38 was to be anticipated. No one can dispute the purpose which prompted our Government to issue this stringent regulation. It is bound to work hardships on many businesses other than our own.

The order as presented directs that you, your clerks or managers, if in the prescribed age group, must register with the United States Employment Service immediately. If, by April 1st, you have complied with this initial step and have not found employment in a war industry, you will be given a further period of thirty days, in which to secure other employment. We do not believe that the war industries will be able to absorb in such a short period of time, the thousands of men who will be compelled to enroll by April 1st. If this condition develops, it will justify a modification of the order.

We know that many of our members, will be facing such an acute labor shortage, that the obstacle will seem almost insurmountable. The regulation of retail tobacco stores, may have the effect of forcing our customers to purchase their tobacco products in stores

that do not come within the classifications listed in this order. A store with multiple departments, can shift its clerks and lose none of them, by placing behind the "non-essential" counters men beyond this age limit. It gives to drug, food and department stores an unprecedented opportunity to build up their tobacco businesses. It may have the effect of preventing men from functioning as salesmen in the retail tobacco business, only to have them serve as salesmen behind retail counters, selling lines of merchandise not affected. In this way it creates disruptions and yet fails to accomplish the purpose for which it was intended.

In Washington, yesterday, we asked the War Manpower Commission for some relief under this order stressing:

1. That war industries cannot absorb, in the short space of time allotted by the order, the thousands of men who will seek employment.
2. That many of those not absorbed will still be compelled to dispose of their tobacco stores or change their positions and try to get jobs in other retail businesses.
3. That unnecessary hardship and loss will be sustained by small tobacco dealers through the closing or sale of their shops.
4. That some men because of lack of specialized training are ill fitted for defense work. It will not help the situation to force them out of their present jobs, before they themselves, or the U. S. E. S. can place them in a war industry.

It will in no sense nullify the purpose of this regulation if it was modified so as to abolish automatic reclassification of married men with families, on May 1st. The mere registration by a man with U. S. E. S. should be proof of his willingness and intention to serve his country, as best he can, by taking a position in a war industry, when available. This we feel confident would be helpful in preventing unnecessary dislocation in our industry.

SYLVANIA EARNINGS

Sylvania Industrial Corporation and its subsidiaries report net income of \$998,211 for the year ended December 31, 1942. This is after depreciation, federal income and excess profits taxes, etc., and is equal to \$2.41 a share on 412,702 average shares of capital stock outstanding during the year.

In the preceding year the company and its subsidiaries earned \$1,150,650, or \$2.75 a share on 417,238 average shares. Provision for federal and state taxes for 1942 totaled \$1,279,000 against \$1,075,000 for 1941.

ON WAR SAVINGS STAFF

J. E. Davidson, retail chairman, New York War Savings Staff, has announced that Edward E. Cody, vice-president and treasurer of United-Whelan Cigar Stores Corporation, has succeeded Stanley Roth, of D. A. Schulte Company, as a member of the Retail Board of Directors representing chain drug stores and chain tobacco stores, and that Axel P. Gudmand of United-Whelan will join the promotion committee of the Retail Division, New York War Savings Staff, handling chain drug and tobacco stores.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

March, 1943

Prepared twice a month

PHULOFAX

(The Retailer's Friend)

SAYS

The Measure of a Man is His Ability "To Take It!"

When conditions are favorable and everything is going along smoothly, it is difficult to really size up a man. How would he measure up under adverse circumstances? Could he meet an emergency, tighten up his belt a notch and give it a good thrashing?

That is the true measure of a man.

—o—

Circumstances today, developing out of necessary wartime restrictions, are really testing the mettle of all of us.

—o—

Bemoaning the sacrifices imposed upon us by actions of war necessity is the "give-in" man's way of facing problems. The true measure of a man is reflected in his ability to shoulder burdens of sacrifices and do the best he can about them.

—o—

Don't just groan and growl about gasoline or fuel restrictions. Anybody can do that, but little is accomplished. Devote this time studying the regulations and planning how you can best comply, and you will find there is a way out . . . perhaps not an idealistic solution, but, then again, not too bad a one either under war conditions. That's the measure of a man.

—o—

It has been said that if we were to put all of our troubles in a pile, and we were all privileged to reach in and take our pick, we would probably select the same ones we had before.

The measure of a man is his willingness to face and solve his own problems so far as it is within his capacity to do so.

—o—

A man may be a "champ" in conversation, whether he is talking about marbles or selling, but a true measure of his ability is what he does in the game when the "chips are down" . . . when the issue is squarely up to him.

JAY CUE,
Pinch-hitting for

Phil M. Phulofax
D. B. I.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

The Old Timer Talks:

by Frank Trufax

The Frank Trufax letters published in book form some years ago, attracted so many requests for copies that two editions were exhausted. In view of the continuing demand, the editors have decided to republish the letters in the Bayuk Bulletin.

To My Salesmen:

Did you ever make a wager on a horse race? Did you ever lay a bet on a baseball game? Did you ever put a piece of change on your favorite pug in a prize fight?

Sure, we did sometime or other. Sometimes we won and sometimes we lost. Yet, sitting on the sidelines we hadn't a doggoned thing to do with winning or losing. Maybe, if WE had ridden the nag we would have won. Maybe, if WE had been at the bat, we'd have socked the ball over the fence. Maybe, if WE had been in the ring, the other guy would have taken the count, but WE weren't and so if we won, we won—if we lost, we lost.

—o—

Now, listen, boys. Did you ever make a bet when it's clean up to YOU to win or to lose and even when you lose, you WIN? Men, there's a BET that you spell with caps.

I mean, men, did you ever lay a wager on YOURSELF? Did you ever back YOURSELF to win? Win what, you say? To win what you WANT to WIN!

Do you wobbly wish or do you willfully want to tackle some Big Idea but "Conditions Against You" seem too gigantic? Define your desire!

Consider well the cost and consequence of the step forward; on your Scale of Sound Judgment ac-

BROTHER, YOU MUST HAVE A WHALE OF A LOT OF CONFIDENCE IN A GUY TO STAKE YOUR WHOLE FUTURE ON HIM -- WHO IS THIS WORLD BEATER?

ME

BUS STOP



curately weigh the good and the bad points and then if you deliberately decide to transform the germ of a Big Idea into a gem of Actual Accomplishment, start something swiftly!!

Define your desire! That's it! Charge your mind with the concrete thing you want to do and then, lay a bet on your own Ability to DO IT!

Who are you betting against? Old Man CONDITIONS—that's who lays odds against us. And who is he? He lodges in our Imagination and scurries to cover when he hears the clarion call of IT CAN BE DONE!

I said a little while back that "even when you lose, you win." And, men, you do.

Peary bet years of his life he could win the honor of pinning Old Glory to the North Pole—even if he had

lost, he would have won greater knowledge—larger experience. Peary didn't get cold feet. He said he wanted to reach the Pole—he defined his job and then he virtually bet his life he could do the job.

And so with us. As Salesmen, what do we want to do in 1943? What? Decide on what you want to do in concrete terms and then back your confidence to win against the field!

If you would wager on a four-footed nag, won't you place a bet on a two-footed man—YOURSELF?

And, remember, men, this fact—when you are betting on YOURSELF to win, yours truly is with you til the ship sinks.

Yours, bettingonu,

Frank Trufax



Phillies

Bayuk Ribbon
Mapacuba

Charles Thomson
Prince Hamlet

BAYUK BRANDS BUILD BUSINESS

KING EDWARD on Guadalcanal



A recent newsreel of life on Guadalcanal showed our fighters eagerly clustered around a freshly opened box of King Edward cigars . . . evidence that this great cigar is as popular on the fighting fronts as at home.

We're trying to keep you supplied with King Edward cigars. We're also trying to satisfy the wants of our armed forces overseas. So . . . on those occasions when you find it difficult to replenish your stock of King Edwards immediately, please remember that they're bringing pleasure and relaxation to our fighting men in distant lands.

KING EDWARD Cigars

Jno. H. Swisher & Son, Inc. — Jacksonville, Florida

NEW CHESTERFIELD CAMPAIGN

Liggett & Myers Tobacco Co. has released an intensive advertising campaign for Chesterfield cigarettes to 1300 newspapers throughout the United States, Alaska and Hawaii.

Copy and illustration of the first advertisement salute the 1,500,000 railroad workers, showing an engineer lighting a Chesterfield, against a background of a signal tower and a puffing locomotive. Clear across the body of the illustration runs the announcement, "They deliver the goods." A prominent emblem carries the threefold reminder, "back up the man in uniform, buy war bonds and write letters."

Successive advertisements in the series will honor aviation, motor, shipbuilding and telephone industries, with art and copy conforming to the particular industry being featured. The campaign differs widely from anything heretofore undertaken by Liggett & Myers, seeking to gain brand acceptance industry by industry, with guns trained on the men (and women) in overalls.

A new slogan, "the cigarette that gives smokers what they want," replaces the old Chesterfield standby, "They Satisfy." Newell-Emmett Co. is the agency.

TOBACCOMEN TO AID OPA

An advisory committee of prominent tobacco men has been appointed to assist the Office of Price Administration in applying Maximum Price Regulation No. 308, Connecticut Shade-Grown (Type No. 61) Tobacco. Confirmation of the appointment has been received from Meredith S. Kohlberg, head of the Tobacco Section, Food Price Division, OPA.

2
for
6¢

LORILLARD TOPS \$100,000,000

For the first time in the history of the P. Lorillard Co., gross sales in 1942 exceeded 100 million dollars.

In his letter to stockholders reviewing last year's business, Herbert A. Kent, president of the company, called attention to those figures adding that sales of Old Gold cigarettes last year were the highest in the history of the brand, and the percentage increase was over five times the estimated percentage increase for the industry as a whole.

Increased volume required larger stocks of raw materials, and inventories on hand at the end of the year were approximately twenty-four million dollars more than on December 31, 1941. To acquire these larger inventories it was necessary to borrow twenty million dollars from banks, Mr. Kent stated.

As a consequence of the enlarged sales the company's net income for the year amounted to \$3,914,702 after depreciation, interest, Federal and State income taxes and Federal profits taxes.

After 7 per cent. preferred dividends, this equal to \$1.72 a share on 1,872,291 shares of common stock, including scrip.

The company earned a net income of \$3,383,168 or \$1.44 a common share in 1941.

The 1942 provision for Federal and State income, franchise and capital stock taxes amounted to \$2,706,773 as compared with \$1,715,180 the preceding year, while reserve for excess profits tax, less a post-war refund of \$90,000, was \$916,000 against \$56,000 in 1941.

Lorillard's total assets are listed at \$84,504,498 of which \$5,187,000 is cash. Current assets amount to \$76,937,000, of which \$64,047,000 is inventory, and current liabilities amount to \$26,944,000, of which \$20,000,000 is in bank loans. The company has outstanding 98,000 \$100 par preferred shares and 1,872,470 \$10 par common shares, and a funded debt of \$11,945,750.

Of its 1942 earnings the company distributed \$686,000 to preferred and \$2,456,634 to common stockholders, adding \$982,068 to its surplus.

U. S. COAST GUARD AND HIS PIPE

The current Velvet cut-out features a U. S. Coast Guard officer enjoying his pipe as he prepares his sextant to "shoot" the sun. It is a lithograph in full color designed to add to the attractiveness of any show window.

The Liggett & Myers Tobacco Company, who make Velvet pipe and cigarette tobacco, believe the use of a Coast Guardsman on their poster is particularly fitting at this time. Winter is the season when the Coast Guard has the toughest job of all. With U-boats on the prowl to sink our ships or to land spies on our shores, Coast Guardsmen are doing a grand job protecting our coasts and shipping from the enemy.

Velvet recognizes this and believes a pipe, which can be enjoyed in the roughest weather, is particularly suited to men of the Coast Guard. As the poster points out, Velvet is a double-duty smoking tobacco. It may be used in a pipe or rolled in a cigarette.

The handy, red Velvet package tucks away easily in a man's pocket and the tobacco is cut so that it pours into a pipe with no trouble at all. Or, if he is a rolling man, he'll find Velvet doesn't spill or spread while he's making it into a neat cigarette.

Velvet and Granger are two Liggett & Myers tobaccos which enjoy a national reputation.



So Round, So Firm, So Fully Packed — So Free and Easy On The Draw

LUCKY STRIKE MEANS FINE TOBACCO!

"Scouting the crop before auctions open." Painted from life on a Southern farm by Georges Schreiber

**KEEP 'EM COMING
BACK FOR MORE**

Here's how to make a hit with your customers. Tell them that Raleighs carry a valuable coupon good for a wide choice of handsome, useful premiums. You'll find that recommendation makes new friends who will keep coming back to you for Raleighs and other purchases.

Brown & Williamson Tobacco Corporation

TUNE IN... Red Skelton Tuesdays, Tommy Dorsey Wed., NBC Network.

MAGAZINE RACK . . . Ask the B&W salesman for a supply of the new full color catalog showing all the handsome premiums.



**OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS**

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875

NIC ALTHAUS CO
Manufacturers of
CIGAR BOXES
CEDAR SAW
LAWN AND GARDEN
CIGAR MAKERS SUPPLY
657-CAT EAST 17 ST.
NEW YORK

FOR MAIL TO SERVICEMEN

It's a wartime certainty that the barrage of gifts and packages to those in the armed services will continue till the men are mustered out. Among other things, this fact indicates a strong market for mailing labels—particularly for one of patriotic design that automatically suggests to postal workers that they hurry the package along because it is destined for a fighting man.

There has been considerable call for a label suitable for mailing packages to both men and women in all branches of our fighting forces. Labels on the market up to this time have been designed for mailing packages only to soldiers. Now, Eureka Specialty Printing Co., 11 West Forty-second Street, New York, has met this need with a handsome all-service mailing label in a popularly priced 10-cent book, a new and colorful member of the book-packed family of Eureka gummed labels.

The new all-service label is larger than ordinary mailing labels, $5\frac{1}{8}'' \times 2\frac{3}{4}''$, in order to permit plain, easy-to-read addressing. The label serves as an excellent reminder to users of the various items of information required to make up a complete address. The back cover of the book supplies two examples of labels correctly filled in. An inside cover carries all necessary postal information.

USING the basic theme "It's Not Your Dealer's Fault," M. Udelowish & Co., Inc., Chicago distributors of a long list of cigars, cigarettes, candies and fountain syrups, are placing a series of advertisements in leading Chicago newspapers, explaining the reasons behind temporary shortages of smokes and sweets. As distributors serving a huge family of dealers, M. Udelowish & Co., Inc., have in recent months been bombarded by complaints regarding shortages or the complete absence of certain items. The dealers, in turn, are being harassed by the consuming public, who find their favorite candy bar, smoke, gum or popular soft drinks missing occasionally from their dealer's counters and fountains. Faced with this problem, M. Udelowish & Co. decided to take the bull by the horns and do a double job of explanation that would satisfy both dealer and consumer.

The method decided upon was newspaper advertising, using large-size space in a number of prominent Chicago newspapers. The advertisements, using the eye-catching and easily understood cartoon-strip technique, depict scenes in which men gathered in a typical dealer's store complain about the absence of their favorite candy bar, smoke, pipe or fountain drink. The dealer comes back with an explanation that our men in the armed forces are taking vast quantities of those very items, and that the government has restricted the use of certain ingredients going into their manufacture, with the result that it is difficult to keep complete stocks all the time.

The ads go on to show a typical battle scene, with the heading "Smokes and Sweets Help Keep Them Going," and finish up with the dealer saying: "It's Not My Fault." The copy stresses the fact that even though the dealer may not be able to supply the particular brand the customer is accustomed to, he can still serve his customers by offering them an assortment of merchandise along the same lines.

As far as is known, these ads represent the first attempt by a wholesaler to come to the defense of his dealers, who are having a difficult time satisfying their customers under war conditions. The appearance of the first "ad" drew an immediate and gratifying response from many dealers, and the series is apparently being widely read and studied by both dealers and consumers. The advertising was created in cooperation with Jerome A. Drell, of M. Udelowish & Co., Inc., by Charles Silver & Co., Chicago advertising agency, who are handling the campaign.

Did you say 10¢?

When they step up to your counter, be sure they—

Model
A product of United States Tobacco Company

Make a date with MODEL

(Continued from Page 3)

section, OPA. Mr. Garcia declared the appointment of these men, so versed in the problems of tobacco, was of inestimable value in formulating practices and ceiling prices which have evoked universal acceptance not only by the trade but by the millions of cigar smokers willingly absorbing the victory tax. Mr. Kohlberg maintained that the 20 per cent. increase in prices, based on higher production costs and the new revenue assessment, was a "justifiable increase", and conceded that "this industry has been most co-operative." Mr. Garcia added: "We in the cigar business should feel most grateful over the status prevailing in our relationships with government policies and personnel. There isn't a thing Mr. Jefferson, himself a leading figure in the industry when he left to accept a WPA post, will countenance for the tobacco industry which might interfere with the war program—but there is nothing he won't do to protect the industry once its objective has passed the test of justification.

MORE good fortune was the selection of Meredith Kohlberg for a key position in OPA. As an official, he has exemplified the true open mind in dealing with the manifold and complicated problems of our industry. We are deeply appreciative of his service in charting us through a stormy course—on which the whole cigar trade might easily have foundered. As trade and public are aware, the cigar industry's resources are exercised to the utmost in the effort to meet consumer requirements for cigars in all price brackets that exceed the sales of any year since 1920, when consumption of cigars was at its zenith in the United States. We must supply our armed forces with the cigars they require, as one of the indispensable factors toward maintaining morale. In doing so we must cope with the same problems that confront manufacturers in other fields, affecting manpower, materials, and mechanism, plus the higher costs touching all phases of the industry, from grower to retailer. It is our satisfaction to report that the government has recognized these factors. So has the public. The result was an equitable and acceptable adjustment of price ceilings, following the victory tax, in manner fair to those who make and those who smoke cigars. Meanwhile, we trust that present shortages, in a number of brands, will be alleviated. We are now engaged intensively in that endeavor."

SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye
It's Lighter - for Shipping
It's Better - for the Cigars

SPECIFY SPRUCE

Upategrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St.

Newark, N. J.

"BEST OF THE BEST"



Established 1886
A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

**AUTOKRAFT
CIGAR BOXES**

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1946

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.
Note B—if a report of a sale of a title necessitates the reporting of more than 100 titles but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made; if it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERRED REGISTRATIONS

QUO VADIS:—46,936. For cigars. Registered by American Box Supply Co., Detroit, Mich., on February 1, 1943. (Certificate issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, had been acquired by the registrant on January 29, 1943, by a transfer from the Wadsworth-Campbell Box Co., Detroit, Mich., who had acquired same through mesne transfers from the Independence Cigar Co., Detroit, Mich.)

NEW YORK DRAFT:—22,487 (Tobacco Leaf). For cigars, cheroots and cigarettes, and 28,339 (Trade-Mark Record), for cigars, cigarettes and tobacco. Registered January 22, 1902, and April 24, 1903, respectively, by Alois Krause, Binghamton, N. Y. Through mesne transfers acquired by Powell & Goldstein, Inc., Oneida, N. Y., and re-transferred on February 10, 1943, by Napoleon Cigar Co., Inc., Syracuse, N. Y. (successors to Powell & Goldstein, Inc.) to Finley & Co., Syracuse, N. Y., for tobacco and cigarettes, the transferee retaining the same for cigars and cheroots.

GREEN SEAL:—40,496 (Tobacco Merchants Assn. of the U. S.). For cigars. Registered December 24, 1917, by Wadsworth-Campbell Box Co., Detroit, Mich. Through mesne transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to C. J. Bengelsdorf, Bay City, Mich., on February 4, 1943.

SAN TELMO JUNIOR:—22,338 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and little cigars. Registered March 17, 1900, by San Telmo Cigar Mfg. Co., Detroit, Mich. Transferred by Jno. H. Swisher & Son, Inc., Jacksonville, Fla., successors to the registrant, to American Box Supply Co., Detroit, Mich., and re-transferred to C. J. Bengelsdorf, Bay City, Mich., on February 2, 1943.

SAN TELMO NEW CREATION:—40,307 (Tobacco Merchants Association of the U. S.). For cigars. Registered July 17, 1917, by San Telmo Cigar Co., Detroit, Mich. Transferred by Jno. H. Swisher & Son, Inc., Jacksonville, Fla., successors to the registrant, to American Box Supply Co., Detroit, Mich., and re-transferred to C. J. Bengelsdorf, Bay City, Mich., on February 2, 1943.

SAN TELMO CREATION:—40,306 (Tobacco Merchants Assn. of the U. S.). For cigars. Registered July 17, 1917, by San Telmo Cigar Co., Detroit, Mich. Transferred by Jno. H. Swisher & Son, Inc., Jacksonville, Fla., successors to the registrant, to American Box Supply Co., Detroit, Mich., and re-transferred to C. J. Bengelsdorf, Bay City, Mich., on February 2, 1943.

SAN TELMO CIGAR MFG. CO.'S DOUBLE WRAPPED:—16,478 (U. S. Patent Office). For cigars. Registered July 23, 1912, by San Telmo Cigar Mfg. Co., Detroit, Mich. Transferred by Jno. H. Swisher & Son, Inc., Jacksonville, Fla., successors to the registrant, to American Box Supply Co., Detroit, Mich., and re-transferred to C. J. Bengelsdorf, Bay City, Mich., on February 2, 1943.

DIEM'S CLIPPINGS:—46,942. For all tobacco products. Registered February 23, 1943, by Finley & Co., Syracuse, N. Y. (Certificate issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant on February 20, 1943, by a transfer from Peter George Co., Buffalo, N. Y.)

PETER GEORGE & CO.'S QUALITY BUTTS:—46,943. For all tobacco products. Registered February 23, 1943, by Finley & Co., Syracuse, N. Y. (Certificate issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant on February 20, 1943, by a transfer from Peter George Co., Buffalo, N. Y.)

Internal Revenue Collections for January

Source of Revenue	1943	1942
Cigars, including floor tax	\$ 2,730,284.16	\$ 1,027,915.60
Cigarettes, including floor taxes	73,139,229.71	63,385,377.36
Snuff	645,476.72	700,341.07
Tobacco, chewing and smoking	3,907,954.86	4,330,071.78
Cigarette papers, tubes and leaf dealer penalties	142,314.85	137,811.66

TOBACCO TRADE ORGANIZATIONS

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WILLIAM BEST, New York, N. Y. Chairman Executive Committee
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CHARLES DUSHKIND, New York, N. Y. Counsel and Managing Director
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EVERETT MEYER Vice-President
D. EMIL KLEIN Treasurer
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H. W. McHOSE Director
Headquarters, 630 Fifth Ave., New York City

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EDWARD W. ROSENTHAL President
HARRY ABRAMS Treasurer
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. Secretary

*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of November

Product	1942	Increase or Decrease	Quantity	Per Cent.
Plug	4,686,105	+	875,966	22.99
Twist	521,695	+	91,801	21.35
Fine-cut Chewing	424,737	+	28,819	7.28
Scrap Chewing	4,032,761	+	753,340	22.97
Smoking	15,246,693	—	1,384,719	8.33
Snuff	3,296,540	+	273,460	9.05
Total	28,208,531	+	638,667	2.32

Eleven Months Ending November 30

Product	1942	Increase or Decrease	Quantity	Per Cent.
Plug	50,239,168	+	3,800,736	8.18
Twist	5,546,804	+	392,838	7.62
Fine-cut Chewing	4,653,895	—	79,913	1.69
Scrap Chewing	45,813,134	+	5,060,630	12.42
Smoking	161,028,944	—	22,523,145	12.27
Snuff	37,218,907	+	895,062	2.46
Total	304,500,852	—	12,453,792	3.93

*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

The Tobacco World

The Greatest Mother in the World



WAR FUND 1943

MARCH IS RED CROSS WAR FUND MONTH.

IN THIS most critical year ever faced by your Red Cross, greater Philadelphia is asked to give \$4,234,000.00 for the only appeal to be made during 1943 by the Southeastern Pennsylvania Chapter.

This will provide the community's share toward the national Red Cross war work objective; it will maintain local Red Cross work in Philadelphia and the adjoining Counties of Bucks, Delaware, Montgomery and Chester.



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A P R I L
1943

TOBACCO WORLD

ESTABLISHED
1881

CIGARETTES SOAR
CIGARS DECLINE
IN MONTH OF FEB.

Cigarettes continue to rise in popularity, the tax-paid withdrawals in February totaling 17,677,888,235, as compared to 16,628,297,300, an increase of 1,049,590,935, or 6.31 per cent. over February of last year.

Large cigarettes showed a gain of 134.42 per cent., and snuff 23.28 per cent. Chewing and smoking tobacco declined 11.76 per cent.

Only Class E and Class F cigars registered increases, the loss for all classes being 7.08 per cent.

MAKING HOME PORT
The men of the American Merchant Marine are doing the greatest ocean transport job in history

ON THE LONG VOYAGE OUT
AND THE LONG VOYAGE HOME...
where a cigarette counts most...

IT'S CHESTERFIELD

... and Chesterfields count plenty these days... they give pleasure where other pleasures can't be had.

When your hours are long and you're working hard you'll like Chesterfields... they're Milder, Cooler and have the Better Taste that only the *right combination* of the world's best cigarette tobaccos can give you.

TRY CHESTERFIELDS TODAY — YOU CAN'T BUY A BETTER CIGARETTE

* BUY *
U.S. BONDS
STAMPS

Copyright 1943, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

Vol. 63

APRIL, 1943

No. 4

CIAGARETTE consumption, as reflected in tax-paid withdrawals, has established new peaks monthly and further increases are in prospect. In the calendar year 1942, withdrawals totaled approximately 236,000,000,000, an increase over the previous record in 1941 of about 14 per cent. Actually the growth in the manufacture of cigarettes has been even larger, for figures on tax-paid withdrawals do not include a large number of tax-free cigarettes used by members of the armed forces outside the United States. Stocks of flue-cured held by manufacturers and dealers on July 1, 1942, were approximately 70 per cent. greater than the 1934-38 average, and probably will still be larger on July 1, 1943, in comparison with most recent years. However, 200,000,000 to 250,000,000 pounds of these stocks consisted of leaf held by or for the account of the Commodity Credit Corporation. Furthermore, utilization by domestic manufacturers now represents a larger proportion of disappearance than in the pre-war period. Stocks available for domestic use probably represent no more than two years' consumption at current rates. In most past periods manufacturers have attempted to maintain stocks equal to from two to two and one-half years' consumption, in order that leaf might be given adequate aging. Any large decline in stocks below present levels would bring them close to the minimum consistent with the continued manufacture of tobacco products adapted to the present taste of consumers.

AT the present time, however, it does not appear that any restrictions on the manufacture or distribution of cigarettes are necessary. This statement was officially made by the Beverages and Tobacco Division of WPB, released by OWI on February 22, 1943, WPB 2577. This conclusion was based not only on the belief that supplies of leaf tobacco are adequate for the time being, but also on the fact that no labor problem exists in the cigarette industry, that the industry consumes coal rather than oil, and that imports and supplies of Turkish tobacco are still adequate. The Beverages and Tobacco Division gives some interesting opinions concerning the cigarette industry and the nature of the tobacco which it uses as a raw material. It is estimated that approximately 60,000,000,000 cigarettes, or 25 per cent. of the total, were consumed by the armed forces in 1942. The present importance of cigarettes is a result of a pronounced upward trend in their popularity. In 1942 per capita consumption amounted to 1680 cigarettes, or nearly 50 times per capita utilization in 1900 and nearly four times per capita consumption immediately following the end of World War I. Although the industry so far has been able to cope with the extraordinary demands placed upon it, cigarette manufacturers have been faced with serious production problems as a result of the war. They have had to get along with

smaller quantities of sugar, glycerin and diethylene glycol, which are essential war materials. Manufacturers have been experimenting with substitutions for glycerin but none has proved to be entirely satisfactory. The quality of products, however, has been pretty well maintained despite the restriction on ingredients. Glycerin has been partly replaced with glycol propylene, apple syrup, and other substitutes. Furthermore, the use of these materials is less important to the quality of cigarettes than is the quality, the aging, and the blending of the leaf tobacco used.

TAX-PAID withdrawals of large cigars during the calendar year 1942 amounted to 6,207,000,000, compared with 5,960,000,000 in 1941. This was the highest level of cigar withdrawals since 1929. In the summer and fall of 1942 withdrawals dropped slightly below those of the corresponding months a year earlier, particularly in November, the month in which the increase in internal revenue levies became effective. However, withdrawals rebounded sharply in December to bring the total for the first six months of the fiscal year 1942-43 above the level of a year earlier. Manufacturers are finding it difficult to keep up with orders and consumers are not always able to find their favorite brands on retailers' counters. A comparison between the different classes is difficult since the Revenue Act of 1942 changed the basis of classifying cigars. However, consumption of higher-priced cigars has increased more rapidly than consumption of the cheaper grades.

THE 1942-43 crop of Puerto Rican tobacco, normally planted in December and January and harvested principally in February, March and April, is much smaller than usual. Several factors have been responsible. In the first place difficulties experienced in connection with the previous crop (1941-42) exercised considerable effect on plantings this season. Higher labor costs during 1942 substantially increased the cost of preparation of tobacco for market and delayed business transactions between manufacturers and dealers. Furthermore, the submarine menace restricted exports and rendered the outlook so uncertain that Federal agencies, co-operatives and private dealers hesitated to finance a crop for which market outlets were uncertain and for which imported fertilizer supplies were not sufficient. In addition, excessive rains caused damage to seed beds so that when the outlook for fertilizers and financial help improved, a scarcity of plantlets developed. All these circumstances have resulted in the acreage for the present season being reduced to approximately 11,000 acres, or 28 per cent. of last year's acreage and only 37 per cent. of the Agricultural Agency Allotment.

The TOBACCO WORLD (est. 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; B. S. Phillips, Vice-President; John Cleary, Secretary, Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, \$1.00 a year, 15 cents a copy; foreign, \$1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

Cigar Classes E and F Show Big Gains

WHILE there was in February, as in January, a big increase in both Class E and Class F cigars, corresponding to the old Classes C and D, the decreases in the other classes, especially in the low-priced ones, resulted in a loss of 7.08 per cent. in the aggregate of all classes. The total was 410,710,125, as compared to 442,000,410, a drop of 31,290,285.

New Classes A, B, C, and D, which include together all cigars selling at not over eight cents each, totaled 356,454,025, as compared to 406,335,130, a decline of 49,881,105, or 12.28 per cent. These correspond to the old A and B classes, combined.

New Class E, corresponding to old Class C, totaled 47,759,045, as compared to 33,343,470, an increase of 14,415,575, or 43.23 per cent.

New Class F, corresponding to old Class D, totaled

6,378,860, as compared to 2,055,870, a climb of 4,322,990, or 210.28 per cent.

New Class G, corresponding to old Class E, totaled 118,195, as compared to 265,940, a drop of 147,745, or 55.56 per cent.

The addition of the February figures, as shown on the opposite page, brings the total of all classes of cigars for the first eight months of the fiscal year up to 4,170,165,540, as compared to 4,119,155,188, an increase of 51,010,352 or 1.24 per cent.

In analyzing all these figures, it must be remembered that they do not by any means show a complete picture of cigar production and consumption at the present time, for they do not include the tremendous numbers of cigars that are provided tax-free to the armed forces outside the U. S. The February cigar figures follow:

Cigars Made to Sell at Not Over 8¢ Each			
February 1943		February 1942	
Class A— United States	31,807,985	Class A— United States	31,807,985
Puerto Rico	Puerto Rico
Class B— United States	91,143,860	Class A— United States	403,391,515
Puerto Rico	100,000	Puerto Rico	179,050
Class C— United States	225,829,505	Class B— United States	403,570,565
Puerto Rico	500	Puerto Rico	2,751,015
Class D— United States	7,572,125	Class C— United States	225,830,005
Puerto Rico	50	Puerto Rico	13,550
Subtotal	356,454,025	Subtotal	406,335,130
	Decrease — 49,881,105 (— 12.28%)		
Cigars Made to Sell at Over 8¢ Each and Not Over 15¢ Each			
Class E— United States	47,748,420	Class C— United States	33,340,670
Puerto Rico	10,625	Puerto Rico	2,800
	47,759,045		33,343,470
	Increase + 14,415,575 (+ 43.23%)		
Cigars Made to Sell at Over 15¢ Each and Not Over 20¢ Each			
Class F— United States	6,378,860	Class D— United States	2,055,870
Puerto Rico	Puerto Rico
	6,378,860		2,055,870
	Increase + 4,322,990 (+ 210.28%)		
Cigars Made to Sell at Over 20¢ Each			
Class G— United States	118,195	Class E— United States	265,940
Puerto Rico	Puerto Rico
	118,195		265,940
	Decrease — 147,745 (— 55.56%)		
Aggregate of All Classes			
United States	410,598,950	United States	441,805,010
Puerto Rico	111,175	Puerto Rico	195,400
	410,710,125		442,000,410
	Decrease — 31,290,285 (— 7.08%)		

*Compiled from comparative data of February tax-paid products released by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Cigarettes Up 14.48% in Eight Months

AS noted on the front cover of this issue, cigarettes, large and small, continued to pile up gains of substantial volume in February as they did in January. But this time they were joined by snuff on the plus side of the records. It is in the report for the first eight months of the fiscal year, however, that cigarettes and snuff continue to register large percentages of gain.

Cigarettes for the period totaled 164,901,277,590, as compared to 144,049,204,445, an increase of 20,852,733,545, or 14.48 per cent.

Large cigarettes totaled 2,105,248, as compared to 1,547,742, a gain of 557,506, or 36.02 per cent.

Snuff totaled 27,228,808 pounds, as compared to 26,928,890, a rise of 299,918, or 1.11 per cent.

Chewing and smoking tobacco totaled 181,349,549 pounds, as compared to 195,307,915, a decrease of 13,958,366, or 7.15 per cent.

Little cigars totaled 83,774,312, as compared to 95,592,920, a decline of 11,818,608, or 12.36 per cent.

Following is a comparison of tax-paid products for February and the first eight months of the fiscal year:

Product	Month of February		Increase or Decrease	
	1943	1942	Quantity	Per Cent.
Cigars: All Classes: United States	410,598,950	441,805,010	—	31,206,060 7.06
Puerto Rico	111,175	195,400	—	84,225
Total	410,710,125	442,000,410	—	31,290,285 7.08
Little Cigars: All United States	8,777,147	11,189,000	—	2,411,853 21.56
Cigarettes: United States	17,677,888,235	16,628,297,300	+	1,049,590,935 6.31
Puerto Rico	61,440	—	61,440
Total	17,677,888,235	16,628,358,740	+	1,049,529,495 6.31
Large Cigarettes: United States	216,600	92,400	+	124,200 134.42
Puerto Rico	104,225	—	104,225
Total	216,600	196,625	+	19,975 10.16
Snuff (lbs.): All United States	4,003,384	3,247,346	+	756,038 23.28
Tobacco (Chewing and Smoking) lbs.: All United States	18,687,248	21,178,375	—	2,491,127 11.76
Product	1st Eight Months		Increase or Decrease	
	Fiscal Year 1943	Fiscal Year 1942	Quantity	Per Cent.
Cigars: All Classes: United States	4,169,713,665	4,024,022,483	+	145,691,182 3.62
Philippine Islands	93,957,780	—	93,957,780
Puerto Rico	451,875	1,174,925	—	723,050
Total	4,170,165,540	4,119,155,188	+	51,010,352 1.24
Little Cigars: All United States	83,774,312	95,592,920	—	11,818,608 12.36
Cigarettes: United States	164,901,277,590	144,049,204,445	+	20,852,733,545 14.48
Philippine Islands	80,220	—	80,220
Puerto Rico	660,400	3,041,300	—	2,380,900
Total	164,901,937,990	144,049,204,445	+	20,852,733,545 14.48
Large Cigarettes: United States	2,103,928	1,338,597	+	765,331 57.17
Philippine Islands	520	—	520
Puerto Rico	1,320	208,625	—	207,305
Total	2,105,248	1,547,742	+	557,506 36.02
Snuff (lbs.): All United States	27,228,808	26,928,890	+	299,918 1.11
Tobacco (Chewing and Smoking) lbs.: United States	181,349,549	195,307,915	—	13,958,366 7.15
Philippine Islands	26	—	26
Total	181,349,549	195,307,915	—	13,958,366 7.15

*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Manpower and the Cigar Industry

By SAMUEL BLUMBERG

General Counsel, Cigar Manufacturers Association of America

ONE of the most important directives affecting industry generally is the recently issued regulation under Executive Order 9301 which establishes a minimum war-time work week of forty-eight hours. It is undoubtedly the first in a series of steps designed to siphon manpower from civilian to war industries. The regulation provides that the Executive Order shall be construed and applied to effectuate its fundamental purpose, which is to aid in meeting the manpower requirements of our armed forces and our expanded war production program by a fuller utilization of our available manpower.

Regional and area manpower directors are authorized to determine all questions arising within their respective regions and areas concerning interpretations and applications. This authority includes the fixing of the exact boundaries of the thirty-two designated areas where the order is now in effect. Plants which can go on a forty-eight-hour week without releasing any worker should do so at once, and if in one of the designated areas, must do so before March 31, 1943. If extension of the work week requires the release of any workers, the employer is directed to submit to the Regional Director a statement specifying the number of workers whose release is involved, the occupational classifications and a proposed schedule for the timing of such releases.

If these excess workers can be promptly placed in suitable employment elsewhere, the affected employer will be notified promptly, whereupon he may advance to a forty-eight-hour week. If the excess employees cannot be placed immediately, the Regional Director will authorize a schedule for the release of workers in terms of labor market needs. No employer may hire any worker in the affected area or activities subject to the provisions of the Executive Order if the employer has failed in any manner to comply with its terms and regulations.

It is interesting to observe that the Regional Director is authorized to consider a minimum work week of less than forty-eight hours when a full forty-eight-hour week would neither increase production, release workers for other employment, nor otherwise further the war effort.

Closely identified and interrelated with the manpower problem as interpreted by the Manpower Commission, is the question of "essentiality." A list of industries has been announced which are designated "essential industries."

On January 23rd, 1943, the War Manpower Commission delegated to the Department of Agriculture responsibility for the mobilization of farm labor and for the recruiting, placement and transferring of workers engaged in agriculture. In defining the term "agriculture" the Director stated that agriculture means:

"Those farm activities or services carried on by, or performed for, farm owners or tenants on farms in connection with the cultivation of the soil, harvesting of crops, or the raising, feeding or management of live stock, bees and poultry, and shall not include any packing, canning, processing and transportation or market-

ing of articles produced on farms unless performed or carried on as an incident to ordinary farm operations as distinguished from manufacturing or commercial operations."

The growing and harvesting of leaf tobacco has been declared an essential farm activity.

On February 2nd, 1943, the War Manpower Commission issued a list of so-called non-deferrable activities and occupations. The list is divided into two classes. The first relates to general classes of activities or industries in which all occupations are non-deferrable. The second lists a fairly large number of occupations which are non-deferrable regardless of the activity or industry in which they may be found. Wholesale and retail tobacco activities are listed as non-deferrable.

Obviously, the purpose of promulgating the non-deferrable list was to provide an incentive to workers engaged in such activities to enter war industries. And to achieve this objective, the War Manpower Commission indicated that after a specified date men subject to the Selective Service Act remaining in non-deferrable activities would be subject to the draft regardless of dependency.

It is hardly necessary to point out the confusion which these releases have created in the cigar manufacturing industry. Growing and harvesting of tobacco is declared essential to the war effort, yet the distribution of cigars made from tobacco lacks essentiality and no announcement was made as to "manufacturing of cigars."

In this connection the published report of the Office of Civilian Supply of the War Production Board is illuminating. It was furnished to the Director of Economic Stabilization and discusses bedrock needs for civilian goods in the last extremes of total war.

The estimate of minimum civilian requirements presented in this report, "are set at such levels that in a long war it is believed curtailment below these levels would detract more from the prosecution of the type of war we now seem likely to have to wage, than it would help by releasing materials, labor or other resources. That is, they represent the estimated supplies required to maintain a level of civilian health, efficiency and morale which would maximize the total war effort when all resources not used in supplying civilians are used for military and export purposes."

This report points out that no industry taken as a whole can be regarded as "less essential." To illustrate, "without cooking stoves, clothing and chairs in their homes, fewer men and women will work in war plants; without laundries and restaurants women will not stay at war jobs; without recreation and medicine, war workers will not survive the exactions of war work." Thus the report reveals that it is perhaps preferable to abandon the term "essential activities" and instead, base recruitment and transfer on the minimum labor requirements of all civilian activity. Basic civilian industries must be preserved if our war production is to be achieved.

The estimated requirements for civilian consumption of cigars is 209 million dollars (at retail prices) which is 85 per cent. of the 1939 consumption. It should be noted that this figure does not include requirements for the armed forces.

(Continued on Page 13)

The Tobacco World

She Won the One-Millionth Cigarette

MISS LEONA JOAN PARRISH, a comptometer operator, won the one millionth cigarette on the "Thanks to the Yanks" program, sponsored by Camel Cigarettes, Saturday night, March 6th, during the program which is heard every Saturday from 7:30 to 8 P. M., E. W. T., over CBS. To the serviceman Miss Parrish designated, Private John J. Butere, stationed at Camp Croft, S. C., went an order for the first television set to come off the production line of RCA after the war. Private Butere also received 2000 Camel cigarettes because Miss Parrish answered her question correctly. Miss Parrish also won the privilege of sending 100,000 extra Camel cigarettes to our fighting men overseas. These will be divided into 5000 separate packages, each of which will bear a label with her name and address on it.

"Thanks to the Yanks," with Bob Hawl as master of ceremonies, is an unusual program in that the contestants themselves never win anything. They are asked to select a 1000, 2000 or 3000 cigarette question. If they answer correctly, the serviceman they designate receives the cigarettes. If they miss the question, the cigarettes go into a duffle bag, the contents of which are sent to a different service camp each week.

There have been thanks from the Yanks, too. Scores of letters have been received from servicemen expressing gratitude for the smokes.

"Thanks to the Yanks," sponsored by R. J. Reynolds Tobacco Company for Camels, has been on the



air since October 30, 1942. It is heard over 114 stations of the Columbia Broadcasting System. William Esty & Co., of 100 East 42nd Street, N. Y., is the advertising agency.

Leaf Tobacco Stocks Owned in U. S.

ALL types of leaf tobacco owned by dealers and manufacturers in the United States and on the Island of Puerto Rico, on a reported weight basis, combining unstemmed and stemmed leaf, totaled 2,981,917,000 pounds, on January 1, 1943. On the same date a year earlier the total was 3,040,439,000 pounds. In spite of the entry into stocks of approximately 1050 million pounds of the 1942 crop during the present selling season to January 1, 1943, compared with the entry of about 870 million pounds of the 1941 crop during a similar period of the 1941-42 season, stocks on January 1, 1943, were less than a year earlier by 58,522,000 pounds. The 1942 crop was estimated at 1.4 billion pounds, whereas the 1941 crop was 1.3 billion pounds. The decrease is attributable to increased consumption on the home front, increased consumption by the American forces in foreign lands, and requirements for Lend-Lease. From March 11, 1941, the effective date of the Lend-Lease Act, to January 1, 1943, 305 million pounds of all types of tobacco were shipped under Lend-Lease.

The reported weight of all flue-cured stocks totaled 1,602,820,000 pounds, compared with 1,555,061,000 pounds on January 1, 1942. Stocks of Type 11 were 572,858,000 pounds; Type 12, 596,789,000 pounds; Type 13, 319,818,000 pounds; and Type 14, 113,355,000 pounds.

During the past quarter—October 1, 1942, to January 1, 1943—flue-cured stocks were increased by 299 million pounds from sales of the 1942 crop. The 1942

crop was larger than that of 1941 by 175 million pounds. All flue-cured markets were closed by December 11, 1942. This is the second successive year in which sales of flue-cured tobacco have been completed within the calendar year in which it was grown. Sales during the quarter ended December 31, 1942, and were regulated by Maximum Price Regulation No. 228, of the Office of Price Administration. This regulation, which succeeded Temporary Maximum Price Regulation No. 21, became effective September 22, 1942. Each purchaser had a ceiling based on his past marketing activities, except that no purchaser had a ceiling of less than 34.86 cents. Purchases by the Commodity Credit Corporation and for export were exempt. Thus prices were free to rise above the 34.86-cent level.

Flue-cured tobacco is the most important type used in the manufacture of cigarettes. Consumption of cigarettes indicated by tax-paid withdrawals totaled more than 63 million during the quarter, October 1, 1942, to January 1, 1943, compared with 53 billion during the last quarter of 1941. Tax-free cigarettes for the American forces on foreign fronts would increase the consumption indicated by tax-paid withdrawals by a sizable percentage. In addition to the increased use in the manufacture of cigarettes, by far the larger part of total Lend-Lease exports of leaf is flue-cured.

Burley stocks on January 1, 1943, totaled 722,239,000 pounds or about 84 million pounds less than a year

(Continued on Page 12)

LORILLARD'S POPULAR LEADERS

preferred

by millions of smokers —

Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE

AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

P.Lorillard Company America's oldest tobacco merchants—Established 1760

FATHER'S DAY PLANS

THE National Father's Day Council has released a dealer newspaper advertising service which will reach the largest list of dealers and newspapers and field workers ever to receive a dealer advertising service. The advertisements stress exclusively the father billion dollar war bond drive which has been approved by the United States Treasury Department. This is the drive which is to reach its climax on Father's Day, June 20. The appeal will be to the fathers themselves to engage in the selling of bonds and furthermore to pledge to buy one additional bond himself during the Father Bond Month, May 20 to June 20. If thirty-three million fathers buy another bond apiece the bond sales total will reach one billion dollars.

The Father's Day Council has prepared the ads and upon request will supply the cuts free of charge to any dealer or theater or newspaper in the United States.

This extensive distribution is achieved largely through the United States Treasury Department itself which will distribute 300,000 broadsides containing Father's Day war bond ads.

In addition to this distribution every advertising syndicate service is cooperating by reproducing Father's Day war bond drive cuts in their own services.

The cooperation of all trade papers has been most generous; they have all promised to emphasize the Father Billion Dollar War Bond Drive in their own Father's Day issues and to show the newspaper ads in their pages and illustrate the mats without charge to the Father's Day Council.

POWELL RUM AND MAPLE V. P.

According to an announcement sent out by Leonard R. Edwin, president of the Rum and Maple Tobacco Corporation, Jesse G. Powell is now vice-president of that organization. In making his announcement, Mr. Edwin pointed out that Jesse G. Powell has had much to do with the sensational success achieved in the past few years by Rum and Maple and Three Squires pipe tobaccos and Rum and Maple cigarettes.

In the forty-two years Jesse Powell has been in the tobacco industry he has made a host of friends. His genial personality and readiness to help others has endeared him to all with whom he has come in contact. A veteran of the Spanish-American War, he has long been identified with Veteran Associations. One of the founders and past president of the Tobacco Salesman's Association, he acted as coordinator for the tobacco industry in NRA days.

In guiding Rum and Maple Tobacco Corporation's sales and promotional policies, he has always fought for those plans which would result in maximum profits for both retailer and jobber. He has been an advocate of smart packaging, extra profit deals, consistent advertising.

Jesse Powell is a modest, unassuming executive. Those who know him will predict bigger and better things for Rum and Maple and Three Squires pipe mixture and Rum and Maple cigarettes with him at the sales helm because they say, "Jesse is one of those fellows who always has a new idea up his sleeve."

LORILLARD ELECTS

At the annual meeting of stockholders of P. Lorillard Company on March 9th, 1943, the following were elected directors: Edgar S. Bowling, John J. Driscoll, J. Strother Freeman, James A. Glascow, William J. Halley, Frank Hopewell, George H. Hummel, James T. Keel, Herbert A. Kent, Irvin H. Peak, Harold F. Temple, Todd Wool and George D. Whitefield.

At a board of directors' meeting that followed the annual meeting, G. H. Smith was elected auditor and E. J. Kelly was elected an assistant auditor. The following were all re-elected to succeed themselves: G. H. Hummel, chairman of the board; H. A. Kent, president; G. D. Whitefield, executive vice-president; E. S. Bowling, vice-president; J. S. Freeman, vice-president; Todd Wool, vice-president and secretary; W. J. Halley, vice-president and treasurer; L. E. Clemens, assistant secretary and assistant treasurer; T. L. Perkins, assistant secretary; E. C. Hunter, assistant auditor, and F. Weiske, cashier.

In addition to his regular duties as an assistant sales manager, Lewis B. Gruber has been appointed the special representative of the credit department.

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

April, 1943

Prepared twice a month

PHULOFAX

(The Retailer's Friend)

SAYS

Do You Know
This Man?

Inspiration literature is a lot of hokey, says A. Faylure. The guys that send out sales bulletins designed to make you work harder must think men are a lot of saps. —o—

Why just the other day, I asked the so-called big chief a question, and he said back to me, "what is your opinion, Mr. Faylure?"

Can you imagine that? I asked him and he throws the burden of answering on me . . . smart stuff. Guess he will get out a bulletin on that subject now.

—o—

He said if I studied the question a little more, I might be in a position to recommend a solution instead of just telling him the problem. Also said, I could figure out the best solution as well as he could. He's the boss, and he admits that to me. Tried to tell me if I read more sales literature and paid more attention to ideas advanced in sales letters, I might not be at the bottom of the sales list. Would stand out among the rest of the men. I told him if that was so, and all the salesmen did likewise, I wouldn't be any better off anyhow. —o—

He admitted I worked hard but continued to persist that if I changed my attitude, did more thinking about my work and read more about salesmanship and things pertaining to my job, I could be one of, or even his best man. —o—

Wanted me to be more cooperative and less critical of Governmental and Company policies . . . said I would be more successful and happier if I went along with, instead of bucking everything.

—o—

He can't kid me with that stuff . . . I told him to do so I would have to change my style, my individuality, and I didn't want to do that . . . I just wanted to be . . . myself . . . A. Faylure.

JAY CUE,
Pinch-Hitting for

D. B. I.

*Associated with BAYUK CIGARS INC., Philadelphia — Makers of fine cigars since 1897.

The Old Timer

Talks:
by Frank Trufax

BROTHER, YOUR ENTHUSIASM FOR YOUR PRODUCT HAS ME INTERESTED

YES, SIR! AND WITH EVERY ORDER YOU GET A SUPPLY OF ENTHUSIASM TO PASS ON TO YOUR CUSTOMERS



To My Salesmen:

One of our boys said to me the other day,—"Mr. Trufax, in one of the recent sales letters, you said a salesman should have Enthusiasm. What is your meaning of 'Enthusiasm' as applied to a salesman?"

—o—

"Phairenuf question," says I, and here goes my propounding of it.

Webster sets forth that Enthusiasm is "impassioned emotion; exaltation of soul"—br-r-r!

I've had Selling Enthusiasm but it never affected me that way. My low-down on Enthusiasm tunes in something like this:

ENTHUSIASM is a Franchise that wins permission to take the order out of your head and place it in your book.

ENTHUSIASM is a Bond of fellowship redeemable in a mellow Come Again instead of a murmured Good Bye.

ENTHUSIASM is a Ring in your voice that echoes another sale in the register of results.

ENTHUSIASM is a Telescope that broadens your view of achievements still to be attained.

ENTHUSIASM is a Spark that kindles a fire of welcome warmth from the man of hard approach.

BOSS, I SEEM TO HAVE LOST MY ENTHUSIASM



ENTHUSIASM is a Magnet that dissolves tiresome tasks into delightful deeds.

ENTHUSIASM is an Alarm Clock of mind awakening; the Mower of grass under your feet; the red-hot Stimulator of your whole being.

ENTHUSIASM gives birth to Curiosity in the buyer; Curiosity develops into Interest; Interest grows into Desire to Possess and to Possess means—an Order for you.

Buy it, beg it, borrow it, steal it, but get It,—ENTHUSIASM.

Boys, that last paragraph goes double!

Yours enthused,

Phillies

De Luxe Phillips (Extra Size)

Bayuk Ribbon

Mapacuba

Charles Thomson

Prince Hamlet

BAYUK BRANDS BUILD BUSINESS

YOU and KING EDWARD



When Americans go to war, they take their preferences with them. Result—a heavy demand for KING EDWARD cigars by the boys in the Armed Services.

You want KING EDWARDS, too. And we're making every possible effort to fill your orders and take care of the service men as well. Sometimes this results in a temporary shortage. When this happens, please be patient. We're doing our best for you now—and remember; when the boys come home again, their well established fondness for KING EDWARDS will mean more sales and more profits for you.

2
for
6¢

KING EDWARD Cigars

Jno. H. Swisher & Son, Inc. — Jacksonville, Florida

TOBACCO PRODUCTION

TOBACCO production for 1942 of all types combined totaled 1,417,188,000 pounds, 12 per cent. more than in 1941 and 1 per cent. larger than average. There was a 6 per cent. increase from 1941 in acreage harvested and a 6 per cent. higher yield per acre. Acreage harvested was relatively small, 17.7 per cent. below the 1930-39 average, but the yield per acre of 1027 pounds was above average and the second highest on record.

Production of flue-cured tobacco (824,115,000 pounds) was the fourth largest on record. This type was grown on 791,900 acres. The yield per acre of 1041 pounds is 237 pounds above average and 16 pounds higher than the previous yield record set in 1940. Production of fire-cured tobacco was 72,831,000 pounds, compared with 70,182,000 pounds last year and the average of 125,844,000 pounds.

Burley production for 1942 of 331,005,000 pounds is 2 per cent. less than the 1941 crop of 337,792,000 pounds but slightly more than average. Acreage harvested increased about 3 per cent. from 1941, but yield per acre is estimated at about 4 per cent. less. Above average rainfall during August and September resulted in a comparatively low cured weight per plant.

The Southern Maryland tobacco crop amounted to 30,020,000 pounds. This was grown on 39,500 acres and represents a slight decrease from 1941 when 40,300 acres produced a crop of 30,225,000 pounds. The dark air-cured types produced a crop of 32,450,000 pounds, the third lowest on record. Acreage harvested was the same as the record low 1941 crop of 32,600 acres.

All cigar classes produced smaller crops this year. Total cigar tobacco production is estimated at 126,667,-

000 pounds, compared with 143,632,000 pounds in 1941 and the average of 123,059,000 pounds. Acreage harvested decreased 10 per cent. from last year, and the yield per acre was slightly lower.

LORILLARD ANSWERS F. T. C.

In connection with the Federal Trade Commission complaint issued March 2, 1943, against the P. Lorillard Company, makers of Old Gold cigarettes and other tobacco products, the company has issued the following statement:

"In August, 1942, the Federal Trade Commission directed complaints against several leading cigarette companies.

"The complaint against the P. Lorillard Company, issued March 2, 1943, insofar as it refers to Old Gold cigarettes, concerns certain statements about the brand dating back as far as five years ago.

"In regard to the allegations in the complaint referring to the 'Reader's Digest' tests, since this was the only impartial test of which we had any knowledge, Old Gold did report factually the results of the tests as published in the magazine. Not only this, but we repeatedly urged in our advertising that the public read for themselves the entire article as published by the 'Reader's Digest', referring to the magazine by name and giving the actual page on which the article appeared and the date of the issue. Old Gold made no reference to the amounts of the differences between the brands; yet these impartial tests, sponsored and reported by 'Reader's Digest' showed the smoke of Old Golds contained from 7 per cent. to 32 per cent. less nicotine and from 7 per cent. to 16 per cent. less irritating tars and resins than the other cigarettes tested.

"In order to make clear that the slogan, 'Something new has been added', referred to the fact that a certain type of tobacco had been added to the previous blend. Lorillard actually mentioned the tobacco by name—Latakia.

"The complaint refers in a large measure to other products of the Company. P. Lorillard Company vigorously denies the material allegations of the complaint with respect to these products as well as to Old Gold cigarettes and will refute them in due course before the Commission."

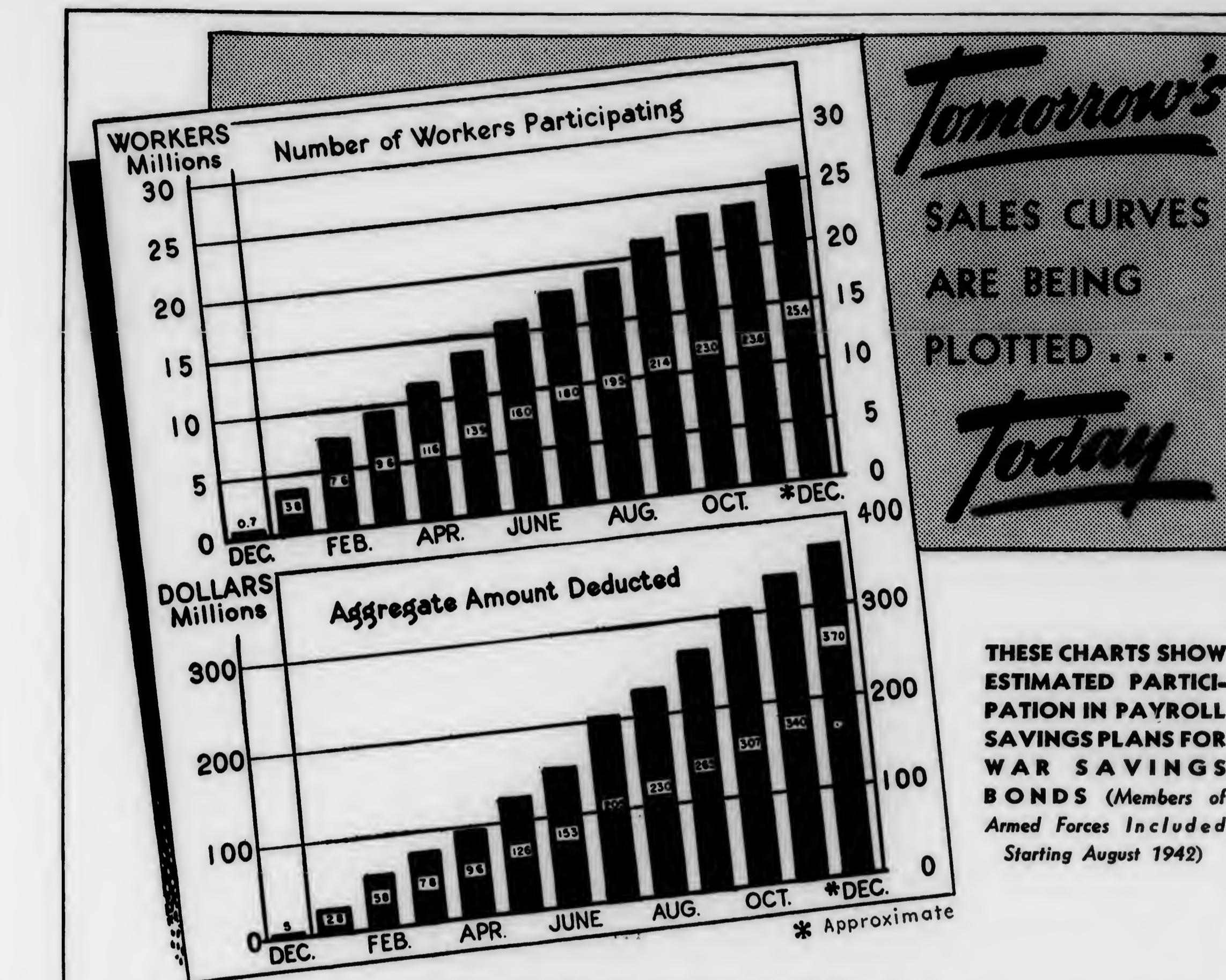
GINNY SIMMS' GUESTS FORM CLUB

Guests who appear with Ginny Simms on the Philip Morris "Johnny Presents" programs, plan to organize an alumni club. The organization's first convention will not be held until after the war, but in the meantime the club will help build closer ties between the folks at home and the men in the camps.

The group's first project will be to send birthday greetings by V-mail to all members of our expeditionary forces. Listeners will be asked to send names of men stationed abroad and the club will mail the greetings.

Chaplain Fred Bennett of the Navy, a guest on Ginny's NBC program, has been named secretary of the club by the organizing committee.

The Tobacco World



STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to FOUR AND A HALF BILLION DOLLARS per year in War Bonds through the Payroll Savings Plan. Think what this money will buy in the way of guns and tanks and planes for Victory today—and mountains of brand new consumer goods tomorrow. Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns \$4 for every \$3 invested!

**Tomorrow's
SALES CURVES
ARE BEING
PLOTTED ...
Today**

THESE CHARTS SHOW
ESTIMATED PARTICI-
PATION IN PAYROLL
SAVINGS PLANS FOR
WAR SAVINGS
BONDS (Members of
Armed Forces Included
Starting August 1942)

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history. But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace. Clearly, on charts like these, tomorrow's Victory—and tomorrow's sales curves—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.



*Save with
War Savings Bonds*

This space is a contribution to America's all-out war effort

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave., NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than 100 titles, less than twenty-one (10), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

ANTONELLA.—46,947. For smoking tobacco. Registered by Anthony Kleiner, Grand Rapids, Mich., on March 4, 1943.

TRANSFERRED REGISTRATIONS

BLACK OUT.—46,929 (T. M. A.) For all tobacco products. Registered December 8, 1942, by A. Finley, Syracuse, N. Y., transferred to Finley & Co., Syracuse, N. Y., on February 19, 1943.

WEDDING BELLS.—46,932 (T. M. A.) For cigarettes and tobacco. Registered December 8, 1942, by Abe Finley, Syracuse, N. Y. Transferred to Finley & Co., Syracuse, N. Y., on February 19, 1943.

BITTNER'S STRAIGHTS.—46,944. For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. (Certificate issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, had been acquired by the registrant on February 17, 1943, by a transfer from Edw. Bittner, Columbia, Pa.)

BITTNER'S SPECIAL.—46,945. For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. (Certificate issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, had been acquired by the registrant on February 17, 1943, by a transfer from Edw. Bittner, Columbia, Pa.)

ANTONELLA.—46,009 (Tobacco Merchants Association of the U. S.). For cigars and cigarettes, and 330,321 (U. S. Patent Office), for cigars. Registered March 11, 1932, and November 26, 1935, respectively, by the Masterpiece Cigar Co., Grand Rapids, Mich. Transferred to Benjamin Lubotsky, Grand Rapids, Mich., and re-transferred to Anthony Kleiner, Grand Rapids, Mich., on January 19, 1937.

PALMER'S NO. 57.—22,152 (Tobacco World). For smoking tobacco. Registered April 21, 1911, by J. Ward Palmer Tobacco Co., Ltd., Baltimore, Md. Transferred to The In-B-Tween Co., Baltimore, Md., on March 18, 1943.

PALMER'S NO. 91.—22,151 (Tobacco World). For smoking tobacco. Registered April 21, 1911, by J. Ward Palmer Tobacco Co., Ltd., Baltimore, Md. Transferred to The In-B-Tween Co., Baltimore, Md., on March 18, 1943.

Internal Revenue Collections for February

Source of Revenue	1943	1942
Cigars, including floor tax	\$2,060,663.10	\$1,016,088.40
Cigarettes, including floor taxes	61,974,334.72	54,042,784.31
Snuff	720,609.15	584,522.37
Tobacco, chewing and smoking	3,363,704.55	3,812,531.58
Cigarette papers, tubes and leaf dealer penalties	127,389.00	149,812.92

L. & M. ADVERTISING

The Liggett & Myers Tobacco Co. will maintain its advertising schedule in 1943 on the same basis as that which prevailed in 1942, J. W. Andrews, president, declared at the recent annual meeting.

In 1942 the company spent \$1,581,371 for magazine advertising and \$3,699,765 for radio. "The company will not hesitate to spend more if it will help sales volume," Mr. Andrews said.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. President
WILLIAM BEST, New York, N. Y. Chairman Executive Committee
ASA LEMLEIN, New York, N. Y. Treasurer
CHARLES DUSHKIND, New York, N. Y. Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG President
EVERETT MEYER Vice-President
D. EMIL KLEIN Treasurer
SAMUEL BLUMBERG Secretary
H. W. McHOSE Director
Headquarters, 630 Fifth Ave., New York City

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HENRY GUNST Vice-President
STANLEY STACY Treasurer
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CLIFFORD M. DAWSON Treasurer
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WALTER E. POPPER Treasurer
SAMUEL BLUMBERG General Counsel
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

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ARTHUR McGUIGAN, Red Lion, Pa. Vice-President
RUSSELL S. STINE, Red Lion, Pa. Secretary
A. S. ZIEGLER, Red Lion, Pa. Treasurer

FLORIDA CIGAR MANUFACTURERS ASSOCIATION

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FRANCISCO GONZALEZ Vice-President
JOHN LEVY Treasurer
FRANCIS M. SACK, Tampa, Fla. Secretary

INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

NAT SCHULTZ President
BERNARD ARBITAL First Vice-President
IRVING MALITZKY Third Vice-President
EDWARD SEIGEL Financial Secretary
ALEXANDER DAVIS Treasurer
BERNARD BERNSTEIN, 42 Broadway, New York, N. Y. Secretary

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

EDWARD W. ROSENTHAL President
HARRY ABRAMS Treasurer
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. Secretary

*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of December

Product	1942	Increase or Decrease	Quantity	Per Cent.
Plug	4,061,063	+	292,406	7.76
Twist	522,295	+	57,098	12.27
Fine-cut Chewing	429,467	+	14,526	3.50
Scrap Chewing	3,794,910	+	384,835	11.29
Smoking	13,046,089	—	1,024,025	7.28
Snuff	3,782,530	+	390,180	11.50
Total	25,636,354	+	115,020	0.45

Twelve Months Ending December 31st

Product	1942	Increase or Decrease	Quantity	Per Cent.
Plug	54,300,231	+	4,070,115	8.10
Twist	6,069,099	+	455,344	8.11
Fine-cut Chewing	5,083,362	+	14,427	0.28
Scrap Chewing	49,608,644	+	5,399,399	12.21
Smoking	174,075,033	—	23,613,806	11.94
Snuff	41,001,437	+	1,384,985	3.50
Total	330,137,206	—	12,289,536	3.59

*The production figures are in pounds, and are subject to revision until published in the Annual Report of the Commissioner of Internal Revenue.

It is to be noted, however, that the totals for the calendar year 1941 set forth above are those reported in the Annual Report of the Commissioner of Internal Revenue.

America's Own INDEPENDENCE Safety Matches



A Statement of Policy

Military Needs and Our Ability to Supply the Trades

THE strike-on-box safety match has been designated as one of the items for the official field pack of every soldier. It is there not merely for his pleasure but to help maintain himself in the field. Such matches must be of the highest quality.

Naturally, we were very happy when those in charge of purchases for the army, navy and marine corps, as well as for the post exchanges, began to draw upon the production resources of INDEPENDENCE Safety Matches. We expected increasingly heavy orders but now they are coming in with such frequency and in such volume as to force us to re-orient our position with the trades.

Here's our policy...a policy which with much regret we must adopt for the time being but one which we feel will be fair to all concerned. The military comes first. But if at any time our production can provide a surplus over and above the needs for the Armed Forces, the trades will be so notified and standing orders will be filled on a basis proportional to previous business. Because of the uncertainty of the size and regularity of these government orders, it will be impossible to tell in advance when there will be a surplus and how much. The matter, therefore, must be left open subject to our discretionary handling.

We will do our best to be fair to those in the trades who have so generously given us business in the past. We shall continue to supply INDEPENDENCE Safety Matches as often as we can.

America's Own Match Company'

*Winning Sea Battles
On Dry Land*

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

50 pipefuls of fragrant tobacco in every handy pocket package of Prince Albert

PRINCE ALBERT CRIMP CUT LONG BURNING PIPE AND CIGARETTE TOBACCO BUY WAR BONDS AND STAMPS

THE NATIONAL JOY SMOKE

70 fine roll-your-own cigarettes in every handy pocket package of Prince Albert

286.89
T558
Cop. 1
LITERARY
CULTURE SERIAL RECORD
MAY 12 1943
DEPARTMENT OF AGRICULTURE

MAY
1943

TOBACCO WORLD

HIGH-PRICED CIGARS SHOW HEAVY INCREASES IN MARCH

In spite of a decrease of 7.27 per cent. in Classes A, B, C and D combined, the decline for the aggregate of all classes of cigars in March was less than one per cent.

The reason: Tremendous gains in all the higher-priced brands.

Class E, from 8.1 cents to 15 cents, advanced 60.74 per cent.

Class F, from 15.1 cents to 20 cents, climbed 207.63 per cent.

Class G, over 20 cents, rose 96.96 per cent. The drop in low-priced cigars was caused by shipments to service men and lack of manpower in the plants.

ESTABLISHED 1881

**THE RIGHT AMMUNITION
FOR ALL PIPES**



**Mild Cool
GRANGER**

Copyright 1943, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

Vol. 63

MAY, 1943

No. 5

AS is eminently fitting and proper, the observance of Father's Day this year will be accompanied by a nation-wide war bond drive. It will extend a full month, from May 20th until the date of Father's Day, June 20th. The drive has been approved by the U. S. Treasury Department and is directed at America's 33,000,000 fathers. An enterprising extension of this drive has been announced by the *New York Times*. It is a joint newspaper-retailer advertising promotion based on the idea that "Father is buying bonds; you buy him gifts." By arrangement with the National Father's Day Council, this service is made available, without cost, to newspapers and retailers; it will be distributed through local retail and merchant bureaus. The campaign consists of two parts. One part is a series of retail ads, in boxes, which surround a larger illustration of the official Father's Day poster, reading "Honor a Fighting American—Your Dad—Father's Day, June 20 . . . 33,000,000 fathers: buy a billion in bonds." Beneath the poster is a short statement which exhorts the family to remember Dad; he is busy buying bonds and fighting the war. The dealers' boxes, surrounding this, offer gift suggestions in pictures and prices. The other portion of the campaign is a series of newspaper Father's Day promotion ads, carrying out this same war bond drive appeal, through the official war bond poster. These ads will be published in the *New York Times* and other newspapers. All this promotion is additional to the contest for the best Father's Day advertisements, sponsored, as in former years, by the *New York Sun*.

STOP us if you have heard the one about the two soldiers in a small restaurant in southern Tunisia, who waited twenty-five minutes for their order and then called the waiter. "Where's our soup?" they demanded. The waiter looked embarrassed, then answered hesitantly: "The cook says he will not send the zoup unless you send him an American cigarette. He says, 'No cigarette, no zoup.'" P. S.—He got the cigarette; the Yanks got the soup.

THE "case of the missing cigar" is no longer a mystery now that March revenue stamp sales have been released by the Internal Revenue Bureau. Leaf tobacco merchants report that leaf is being absorbed by factories at a higher rate than last year although civilian consumption shows an over-all decline of 13 per cent. Since no tax is paid on cigars purchased by the Government for the armed forces, it is obvious, states the Cigar Institute of America, that the missing cigars are being enjoyed by armed forces abroad. Unavailability of manpower is strikingly shown in the March figures. For the first time, the labor shortage has made itself felt in the manufacture of higher-priced cigars. Manufacturers without exception are continuing to fill all orders placed by the

Government for the use of our armed forces. This fact, coupled with the dislocation of the labor supply due directly to selective service and war industry requirements, has made it impossible for volume cigar manufacturers to produce at anything like capacity, despite the fact that civilian demand is growing continuously.

BUT that does not solve the "cigarette mystery" reported by *Time* magazine. In the April 12th issue of that publication, it was stated that the best seller cigarette among U. S. troops the week before was Chelsea, a comparative newcomer, which outstripped all combined old-established brands 2½ to 1. According to this same report, the best seller in Australia was Domino, followed by Wings, Raleigh and Avalon. "Reason: there were few if any Camels, Chesterfields, Lucky Strikes, Old Golds and Philip Morris available." Another quote: "Troops in England spread a rumor (false) that the U. S. Government had taken over a plant in Richmond, was making its own cigarettes and calling them 'Chelsea.' This probably sprang up months ago when soldiers ordering their favorite brands were given Chelseas in the ratio of three to four of the favorites." *Time* states that the Army Quartermaster Corps in Washington had no explanation to offer, released some statistics which only deepened the mystery: enough cigarettes are being sent overseas to give every man on foreign service (more than one million this spring) a pack a day, and that the distribution seemed to be normal. Army officers, the story continues, rank cigarettes among the big three in their list of morale necessities, the others being mail and food. "The importance of fags to fighting men was illustrated last summer when General MacArthur had to take time off from strictly military duties to work out a plan with Prime Minister Curtin allowing Aussies to buy cigarettes in U. S. post exchanges. Result: long lines of Diggers at PX doors three times daily, a tighter supply for U. S. troops, and bitter words. Today the situation is smoother and U. S. soldiers get a pack a day."

WE regret we report the passing of that grand exponent of journalism in the tobacco industry, Charles L. Franklin, editor emeritus of *Tobacco*. He went to that industrial magazine in 1919 as associate editor with the late David F. Morris. He became editor in 1921 and filled that post with distinction until severe illness compelled him to retire four years ago. He had devoted his entire life to journalism—in Cincinnati, Detroit and New York. Mr. Franklin was interested in numerous inventions and had a host of friends in the cigar and leaf tobacco fields. He had an analytical and statistical mind and prepared many documents of great value for his magazine. He was 79 years old. His sister, brother and several nephews and nieces survive.

The TOBACCO WORLD (est. 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; B. S. Phillips, Vice-President; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, \$1.00 a year. 15 cents a copy; foreign, \$1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

High-priced Cigars Continue Advance

LEADING cigar manufacturers are in agreement that the filling of all orders for our armed forces and lack of manpower are directly responsible for a decline of more than 7 per cent. in cigars priced at not over 8 cents each in March this year, as compared to the same month in 1942. Revenue stamp figures indicated withdrawals of 411,940,857 cigars this March, as contrasted with 444,240,975 in March of last year. The figures, as well as all those that follow, are from the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the United States.

Cigars selling from 8.1 cents to 15 cents totaled 68,140,190, as compared to 42,391,240, an increase of 25,748,950, or 60.74 per cent.

Cigars selling from 15.1 cents to 20 cents totaled

8,570,395, as compared to 2,785,900, a rise of 5,784,495, or 207.63 per cent.

Cigars selling for more than 20 cents each totaled 665,338, as compared to 337,800, an increase of 327,538 or 96.96 per cent.

The grand total for all classes of cigars was 489,316,780, as compared to 489,755,915, a loss of 439,135, or 0.09 per cent.

In its release the association makes its regular monthly statement that the figures are compiled from comparative data of the month's tax-paid products from the Bureau of Internal Revenue. As stated in the Bureau's release, "the figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Following are the comparative figures:

Cigars Made to Sell at Not Over 8¢ Each			
March 1943			
Class A— United States	33,598,400		
Puerto Rico	33,598,400	
Class B— United States	93,883,190		
Puerto Rico	2,000	93,885,190	
Class C— United States	272,776,462		
Puerto Rico	151,400	272,927,862	
Class D— United States	11,529,405		
Puerto Rico	11,529,405	
Subtotal	411,940,857		
	Decrease — 32,300,118 (— 7.27%)	Subtotal	444,240,975
Cigars Made to Sell at Over 8¢ Each and Not Over 15¢ Each			
March 1942			
Class E— United States	68,129,040		
Puerto Rico	11,150	68,140,190	
	Increase + 25,748,950 (+ 60.74%)	Class C— United States	42,375,690
		Puerto Rico	15,550
		42,391,240	
Cigars Made to Sell at Over 15¢ Each and Not Over 20¢ Each			
March 1943			
Class F— United States	8,570,395		
Puerto Rico	8,570,395	
	Increase + 5,784,495 (+ 207.63%)	Class D— United States	2,785,900
		Puerto Rico
		2,785,900	
Cigars Made to Sell at Over 20¢ Each			
March 1942			
Class G— United States	665,338		
Puerto Rico	665,338	
	Increase + 327,538 (+ 96.96%)	Class E— United States	337,800
		Puerto Rico
		337,800	
Aggregate of All Classes			
March 1943			
United States	489,152,230		
Puerto Rico	164,550	489,316,780	
	Decrease — 439,135 (— 0.09%)	United States	489,755,915
		Puerto Rico	29,250

*Compiled from comparative data of March tax-paid products released by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Cigarettes Increased 21.13% in March

CIARETTES registered another big increase in March, the total of 20,611,808,000 representing a gain of 3,596,071,720, or 21.13 per cent. This brings the nine months' total up to the all-time high figure of 185,513,085,590, for a rise of 24,451,266,385, or 15.18 per cent.

Large cigarettes, with 317,800, made the sensational climb of 101.45 per cent., the nine months' gain being 61.84 per cent. for the U. S. product.

Snuff, too, was ahead to the tune of 15.64 per cent. for the month, and 2.95 per cent. for the first three-quarters of the fiscal year.

Chewing and smoking tobacco showed a month's total of 22,339,267 for a loss of 6.97 per cent.; the nine months' figure is 203,688,816, a decline of 15,632,698, or 7.13 per cent.

Thanks to gains in the high-priced classes, the month's loss in cigars was lower than for the nine months' period—0.09 per cent. as compared to 1.10 per cent. Losses in little cigars were heavier—16.88 per cent. as compared to 12.89 per cent.

Following are the comparative figures:

Product	Month of March 1943		Increase or Decrease Quantity Per Cent.
	1942	Quantity	
Cigars:			
All Classes:			
United States	489,152,230	489,726,665	574,435 0.12
Puerto Rico	164,550	29,250	135,300
Total	489,316,780	489,755,915	439,135 0.09
Little Cigars:			
All United States	10,416,250	12,530,985	2,114,735 16.88
Cigarettes:			
United States	20,611,808,000	17,015,736,280	3,596,071,720 21.13
Puerto Rico	425,230	425,230
Total	20,611,808,000	17,016,161,510	3,595,646,490 21.13
Large Cigarettes:			
United States	317,800	157,755	160,045 101.45
Puerto Rico
Total	317,800	157,755	160,045 101.45
Snuff (lbs.):			
All United States	4,516,516	3,905,636	610,880 15.64
Tobacco (Chewing and Smoking) lbs.:			
All United States	22,339,267	24,013,599	1,674,332 6.97

Product	1st Nine Months Fiscal Year 1943		Increase or Decrease Quantity Per Cent.
	Fiscal Year 1942	Fiscal Year 1943	
Cigars:			
All Classes:			
United States	4,658,865,895	4,513,749,148	145,116,747 3.21
Philippine Islands	616,425	93,957,780	587,750
Puerto Rico	1,204,175
Total	4,659,482,320	4,608,911,103	50,571,217 1.10
Little Cigars:			
All United States	94,190,562	108,123,905	13,933,343 12.89
Cigarettes:			
United States	185,513,085,590	161,061,819,205	24,451,266,385 15.18
Philippine Islands	600,400	80,220	80,220
Puerto Rico	3,466,530	2,806,130
Total	185,513,745,990	161,065,365,955	24,448,380,035 15.18
Large Cigarettes:			
United States	2,421,728	1,496,352	925,376 61.84
Philippine Islands	520	520
Puerto Rico	1,320	208,625	207,305
Total	2,423,048	1,705,497	717,551 42.07
Snuff (lbs.):			
All United States	31,745,324	30,834,526	910,798 2.95
Tobacco (Chewing and Smoking) lbs.:			
United States	203,688,816	219,321,488	15,632,672 7.13
Philippine Islands	26	26
Total	203,688,816	219,321,514	15,632,698 7.13

*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Coburn, Film Star, Ace Cigar Promoter

THE More the Merrier," a gay new Columbia Pictures comedy in which genial cigar-smoking Charles Coburn rescues Jean Arthur and Joel McCrea from a hilarious mix-up in war-time Washington, will be promoted nationally by the Cigar Institute. Charles Coburn is so seldom without his favorite smoke in the picture that it might well have been called "The More Cigars the Merrier." A two-color poster advertising the movie and the part cigars play in it is now being sent out to members of the Insti-



Coburn Smokes and Smokes . . .

tute. A new method of distribution is being inaugurated. Previously Institute movie posters reached retailers through the efforts of manufacturers' and distributors' salesmen, but in view of war-time restrictions on the amount of travel salesmen are able to do, the Institute is trying out a new method whereby posters are sent direct to retailers. Extra copies are also being sent distributors for dealers who fail to receive posters or who need replacements.

"The More the Merrier" centers about the farcical situation which develops when a girl Government employee (Jean Arthur) in war-crowded Washington patriotically advertises for someone to share her apartment. Her troubles begin when Joel McCrea and Charles Coburn move in on her although she insists she's looking for a girl roommate. From then on the comedy is fast and furious.

As Benjamin Dingle, an industrial tycoon who can't find a hotel room, Charles Coburn plays the role of a genial, cigar-smoking Cupid and plays it to perfection. In an article about Coburn, Harold Heffernan, special correspondent for the *Chicago Daily News*, says: "He is always surrounded by lovely ladies and first-class perfectos." Mr. Heffernan continues:

"Statistics can prove anything, but according to a totally unreliable one dreamed up herewith on the spur of the moment, Charles Coburn's vivid enjoyment of the weed, his soulful smile as Lady Nicotine soothes him and warms his inner being with gentle solace, has upped the sale of cigars 22.7 per cent. in the past four years."

"After seeing Coburn on the screen . . . wretched men who've sworn off have been known to stagger weakly from theaters and into neighborhood cigar stores to buy a vest pocketful with the eagerness of a lost traveler discovering an oasis."

"The Coburn technique with a cigar is beautiful to observe. He caresses a fresh smoke, clips it fondly,

inserts it tentatively in the precise center of his mouth. He contemplates the flavor briefly, then strikes a match. No reaction from the first few puffs. He waits like a man expecting to be surprised. And he always is surprised. A few puffs. By jove, old boy, this tastes good! And that glow of inner contentment spreads with beatific blessing on his countenance.

"From then on Mr. Coburn handles his cigar as if it were a precious and fragile thing. It goes out occasionally. He lights it patiently and is surprised every time that it tastes so good. Mr. C. habitually glowers at every human being in his casts, but his face softens and becomes paternal when he turns to his cigar.

"Between puffs, Mr. C. has been the father of eight of Hollywood's top-ranking glamor girls. He counts among his recent screen daughters Barbara Stanwyck, Ginger Rogers, Ruth Hussey, Kay Francis, Nancy Kelly, Loretta Young and Nancy Coleman. "Nice," he says. "I never have to worry about them. They have the most eligible men in America as suitors. I don't even have to give my daughters and nieces allowances which might cut into my cigar budget."

"The More the Merrier" is scheduled for nationwide showing beginning May 12th, 13th, or 14th. The picture was produced and directed by George Stevens.

COL. PIERRE LORILLARD

Lieutenant Colonel Pierre Lorillard, U. S. A. (retired), the sixth and last to bear in direct descent the name that became famous in the tobacco industry, died April 18 in Tuxedo Memorial Hospital, Tuxedo Park, N. Y., after a year's illness. He was sixty-one years old.

Colonel Lorillard was never engaged in the tobacco industry. Control of the P. Lorillard Co. passed out of the family's hands long before the death of his father, Pierre Lorillard Sr., in August, 1940.

The Lorillards were tobacconists of French Huguenot stock who brought their business to the United States from France, where it had been founded in 1760. The first Pierre Lorillard established a small snuff-manufacturing shop at Peck Slip in New York City.

From this grew the P. Lorillard Co., which reached a great period of expansion under family control when Colonel Lorillard's grandfather was its president. The tract of 7,000 acres in Orange County, which had belonged to the Lorillard family since 1812, was developed first as a game preserve by Colonel Lorillard's grandfather, and, later, turned into the exclusive Tuxedo Park residential colony.

JOHN J. DRISCOLL

John J. Driscoll, a member of the board of directors of P. Lorillard Co., tobacco manufacturers, died April 18, at Phillips House, Massachusetts General Hospital. He was sixty-five years old and lived at 116 Bentley Avenue, Jersey City.

Ten years ago, when all cigarette paper was manufactured abroad, Mr. Driscoll visited Europe, and, on his return, was instrumental in fostering the establishment of the industry in the United States.



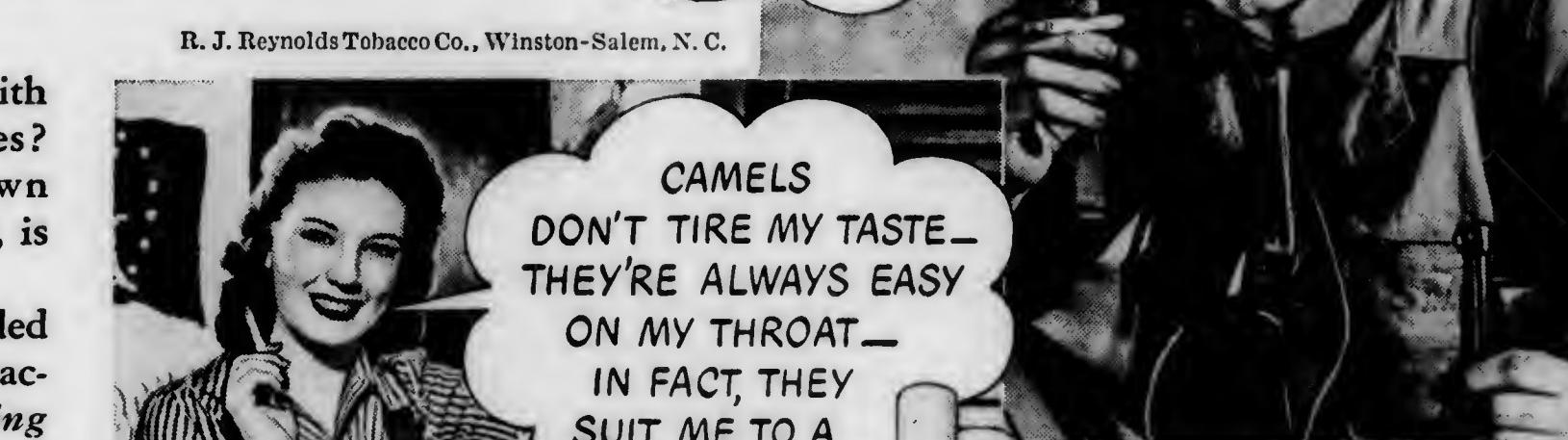
It's all fighting talk with the "Walkie-Talkie"!

• "Company D to Battalion HQ—tanks maneuvering half a mile ahead!" That's a sample of what you'd hear if you listened in on this "Walkie-Talkie" signalman in action at his portable 2-way radio at the left. Listen in on him in one of his off-duty moments (below) and you'll get a pretty good idea why Camels are the favorite cigarette with men in the Marines...and in the Army, the Navy, and the Coast Guard, too.

First in the Service

The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel.

(Based on actual sales records
in Post Exchanges and Canteens.)



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

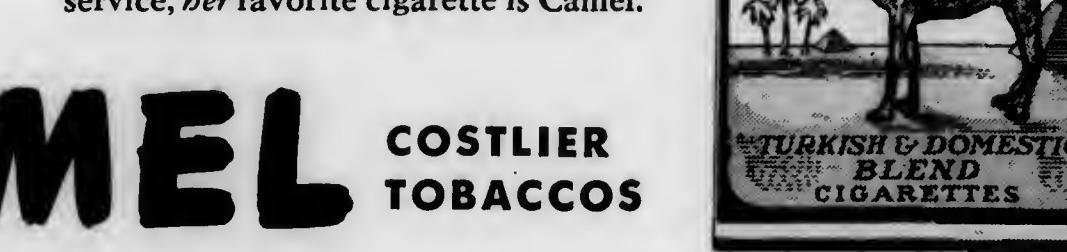
WHY do Camels win with men in the services? Every smoker has his own reasons—but this, perhaps, is most important:

Camels are expertly blended from costlier tobaccos—tobaccos rich in flavor, for lasting enjoyment...extra mild, yet never flat or thin-tasting. That full Camel flavor holds up—pack after pack.

Try Camels yourself. Put them to the "T-Zone" test (see far right).



WAR WORKER VIRGINIA DONNELLY,
Westinghouse Electric and Mfg. Co.,
makes special radio tubes for communication sets. And, like the men in the service, her favorite cigarette is Camel.



The "T-Zone"

...where cigarettes are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you . . . and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

CAMEL COSTLIER TOBACCO'S



LORILLARD'S POPULAR LEADERS

preferred
by millions of smokers —
Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE
AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

Lorillard Company America's oldest tobacco merchants—Established 1760

CULLMAN B. & H. PRESIDENT

Joseph F. Cullman, Jr., has been elected president of Benson and Hedges, succeeding James J. Head. The new president retains the chairmanship of the B. & H. board, while the former president continues with the organization in an advisory capacity.

Mr. Cullman, in 1904, joined the leaf tobacco firm of Cullman Bros. in which his late father and uncle had been partners. Possessed of tremendous mental and physical capacity, he was quick to master the rudiments of leaf tobacco growing, packing and importing and before very long had impressed himself upon the leaf tobacco trade and the cigar manufacturing industry, which it served, as a young man who was destined for an unusually successful career in business.

In 1926, when the firm of Cullman Bros. was incorporated, Joseph F. Cullman, Jr., became president of the company.

BAYUK EARNINGS GROW

Bayuk Cigars Incorporated and wholly owned subsidiaries report net earnings for three months ending March 31, 1943, of \$325,082.99, equal to \$.83 per share on common stock against net earnings of \$280,339.99, equal to \$.71 per share for the same quarter of 1942. Taxes on income for the same period increased from \$192,451.00 in 1942 to \$390,901.00 in 1943.

In commenting on the company's record for the first three months of 1943, A. Joseph Newman, president, stated that the increase in sales was partly due to rapid gains in the sales of Phillips De Luxe, Bayuk's new 10-cent cigar introduced in 1941 in anticipation of the increased demand and buying power of the public.

INSTITUTE ADDS MEMBERS

FOUR prominent cigar manufacturers have joined the growing list of firms co-operating in the Cigar Institute's promotional campaign on behalf of the industry. The four, whose applications for membership in the Institute have been approved by the Membership Committee under the chairmanship of A. Jos. Newman, president, Bayuk, Inc., are: Benson & Hedges, 435 Fifth Avenue, New York; Cuesta, Rey & Co., 2416 Howard Avenue, Tampa, Fla.; Nathan Elson & Co., 19 Wells Street, Chicago, and Pennstate Cigar Corporation, Allegheny Avenue and Boudinot Street, Philadelphia.

During the past year nearly 12,000 dealers throughout the Nation have been enrolled in the Institute's Retail Division. These 12,000 are made up of the Nation's high traffic outlets and include well-known chains, building and hotel stands, combination stores, stores selling cigars exclusively, drug stores with large cigar departments and others. Since the first of the year the names of many distributors' salesmen have been added to the rapidly growing ranks of the Cigar Boosters League and the Institute's Associate Member list has been swelled by the addition of a number of nationally known wholesalers.

AMERICAN TOBACCO'S VOTE OF CONFIDENCE

Stockholders of the American Tobacco Co. at their annual meeting in Jersey City last month gave the management the largest vote in recent years. Approximately 98 per cent. of the total votes cast supported the management's position on proposals submitted to the stockholders for their consideration. The number of shares represented at the meeting was larger than usual. As is customary, Paul M. Hahn, vice-president, presided. All present directors were re-elected.

On individual proposals the votes were as follows: A proposal to change the method of selecting independent auditors was defeated by 98.3 per cent. of the shares represented at the meeting. A proposal relating to the conduct of the annual meeting was defeated by 97.7 per cent.

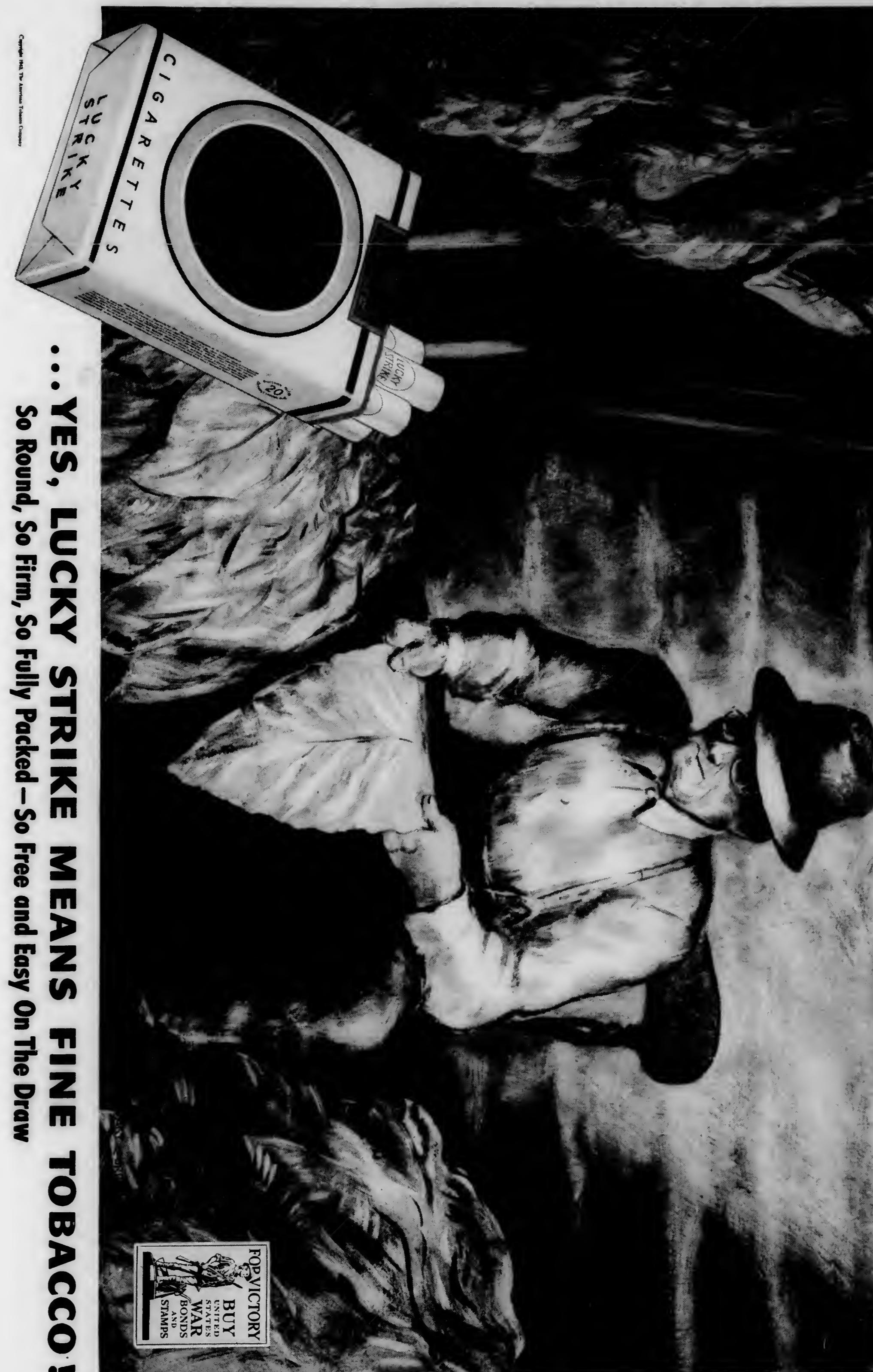
Sales of American Tobacco Co. in the first quarter of 1943 continued the upward trend which prevailed in 1942, Mr. Hahn explained, adding that the gain in the first two months of the year was 15½ per cent., whereas the gain for the balance of the industry was only 2 per cent. Total Federal taxes paid by American Tobacco Co. in 1942 amounted to more than 264 million dollars. This included excise taxes, income taxes, excess profits taxes and capital stock taxes.

B. & W. RENEWS TWO PROGRAMS

Two high ranking NBC shows—Red Skelton and People Are Funny—have been renewed for 52 weeks each by Brown & Williamson Tobacco Corp., through Russel M. Seeds Co., Inc.

Under sponsorship of Brown & Williamson, for Sir Walter Raleigh smoking tobacco and Raleigh cigarettes, Skelton gained the front rank of radio comedians for his program which is aired over NBC's full network, Tuesdays, 10:30 to 11:00 P. M., EWT.

People Are Funny, a psychological stunt show featuring Art Baker as emcee, is broadcast over 66 NBC stations Fridays, from 9:30 to 10:00 P. M., EWT, for Wings cigarettes.



... YES, LUCKY STRIKE MEANS FINE TOBACCO!
So Round, So Firm, So Fully Packed—So Free and Easy On The Draw

LUCKY STRIKE MEANS FINE TOBACCO!

"Old Belt" . . . Virginia tobacco painted from life by John Steuart Curry



The good old U. S. A. has always taken all the KING EDWARDS we could make—and asked for more. But today, KING EDWARD-smoking Americans are fighting around the world and they're asking for KING EDWARDS. We're doing our best to keep you and your customers supplied with KING EDWARDS... but some of our production is requisitioned for the Armed Services. We can't always fill every order instantly but we're making every effort to maintain our accustomed standards of service. If, on occasion, you're short of KING EDWARDS think about our fighting men (your customers and ours) and be patient.

KING EDWARD 2 for 6¢ Everywhere Cigars

Jno. H. Swisher & Son, Inc. — Jacksonville, Florida

CHESTERFIELD'S CAMPAIGN

A DOCTOR caring for his patients, a farmer tending to his crops and a storekeeper waiting on his customers—all are serving their country in the same fine spirit that's bound to beat the enemy. This is the keynote of Chesterfield's tribute campaign which has been running since the first of the year in newspapers all over the country. It has won so much favorable comment from the Government, various trade groups and the general public that the Liggett & Myers Tobacco Company, makers of Chesterfield Cigarettes, will continue it.

The first ad in the current series pays tribute to the men and women of medicine. American doctors are making medical history—serving on all the fighting fronts and doing double duty at home, caring for their own patients and those of doctors who have gone into the service. Never before has the doctor's pledge meant so much, to serve humanity faithfully wherever the need may be. As Chesterfield says, "They're True to Their Pledge."

Another ad in this series pays a well-deserved tribute to the small storekeepers of America. Their work is not spectacular, little publicized, yet day in and day out they're doing their best "to supply America's food, clothing, furnishings and the friendly white Chesterfield package that gives smokers what they want."

In this series Chesterfield pays tribute to the farmer, to Waacs, warworkers and Waves and to the men and women of radio. Chesterfield invites your attention to its two top-ranking radio shows: Fred Waring and his gang with Victory tunes and the Nation's top-notch fifteen-minute variety show—Harry James and America's leading dance band.

10

EXEMPTED FROM PRICE CONTROL

STEMMED leaf tobacco—irrespective of cutting incidental and preliminary to stemming or cigar making—was exempted from price control by the Office of Price Administration. Simultaneously, several other associated tobacco products also were released from price curbs. The move will not result in any increase in prices charged to consumers because the end-products—in the manufacture of which the uncurbed filler, cuttings, tucks, and stems are used—are themselves subject to price controls.

Action was necessary because some leaf tobacco was under price control previously through specific maximum price regulations and other types were not under any curbs. With continuation of this situation, some scrap filler manufacturers might have desired to sell tobacco in leaf form at uncontrolled prices rather than to continue their processing operations under March, 1942, ceilings. This would have made procurement of long and scrap filler difficult for cigar manufacturers who buy from these scrap filler people. Hence the price exemption was authorized in Amendment No. 52 to the General Maximum Price Regulation, effective April 12, 1943.

"Cuttings"—small pieces of tobacco leaf which cigar manufacturers do not care to use—and "tucks"—small pieces of tobacco cut from the ends of cigars—also are exempted from price control by this amendment. These cuttings and tucks are bought by scrap chewing manufacturers or cigar makers and are used either as scrap filler or in the production of scrap filler. Previously, these commodities were under either the General Maximum Price Regulation or specific maximum price regulations applying to the particular type of tobacco involved.

At the same time, stems removed from tobacco leaf and sold as a by-product and previously controlled by the General Maximum Price Regulation also were exempted from price control.

LUCKIES, OLD GOLDS AND PHILIP MORRIS RENEW

The American Tobacco Co., Inc., the P. Lorillard Co. and Philip Morris & Co., Ltd., Inc., have signed renewals for "Your Hit Parade," "Sammy Kaye and Orchestra," and "Crime Doctor." All three programs are heard on the full U. S. CBS network.

The American Tobacco Co., Inc., has signed its seventh renewal with the network, effective May 1st. For Lucky Strike cigarettes, "Your Hit Parade" is heard Saturday nights from 9 to 9:45, E. W. T., with rebroadcast at 12 midnight. CBS outlets in Honolulu and Hilo also carry the show. Foote, Cone and Belding handles the account.

With its renewal effective April 28th, P. Lorillard Co. continues to sponsor Sammy Kaye and Orchestra for Old Gold cigarettes. The program is heard on the full U. S. CBS network Wednesday nights from 8 to 8:30, E. W. T., with rebroadcast at 12 midnight. P. Lorillard Co. started advertising on Columbia in 1929. The business was placed through J. Walter Thompson Co.

Through The Biow Co., Inc., Philip Morris & Co., Ltd., Inc., renews "Crime Doctor" for the fourth season on Columbia, effective May 2d. For Philip Morris cigarettes, "Crime Doctor" is heard Sundays from 8:30 to 8:55 P. M., E. W. T., with rebroadcast at 11 P. M. The client, a CBS advertiser since 1935, also sponsors "Philip Morris Playhouse," on Columbia Friday nights from 9 to 9:30, E. W. T.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

May, 1943

Prepared twice a month

PHULOFAX

(The Retailer's Friend)

SAYS

The Bulletin issued under date of March 4th, 1943 by the National Association of Tobacco Distributors, Inc., should be read by every cigar and tobacco jobber in the country. This particular issue alone is well worth the yearly membership dues in this estimable Association.

—o—

As a relief from the cares of the day, nothing serves the purpose better than a good cigar.

—o—

The bond between Seller and Buyer should be stronger today than ever before... both have many things in common.

—o—

The question is—knowing that salesmen play a part during all conditions, is their job more important during a shortage than during normal times?

Queried he, "Mr. Trufax, is it true that there are only two kinds of cigars—those that sell and those that don't?"

The answer is—yes, a thousand times, yes.

—o—

Do business now so that your customer of today will want to continue to be your customer tomorrow.

—o—

Operating in the belief that one "can sell any old thing now-a-days" is contrary to all rules of proper merchandising and the penalty will be a heavy one when normally returns.

—o—

Staying in business tomorrow is dependant upon how you are running your business today and how ran it yesterday.

—o—

Taking advantage of the other fellow invariably has a boomerang effect.

—o—

The reward of a good deed is always payable to the Good Deed-er.

—o—

In these days of a cork, a smile is very curative.

Phil M. Philofax
D. B. I.

*Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

The Old Timer

Talks:

by Frank Trufax

The Frank Trufax letters published in book form some years ago, attracted so many requests for copies that two editions were exhausted. In view of the continued demand, the editors have decided to republish the letters in the Bayuk Bulletin.

To My Salesmen:

Y. B. Dumb has only been with us a few months now but, cripesomyt, how he can ask questions! He's got the proper selling slant, tho. He says,—"The more questions I ask, the more answers I can answer." Righture, Y. B.

Here's the question he asked me to wrestle with the other day and, if you don't mind, I'll try to make the answer serve as the topic of this sales-letter.

Queried he, "Mr. Trufax, is it true that there are only two kinds of cigars—those that sell and those that don't?"

I'm peddling a lot of piffle, you parry. Well, isn't that what cigars would actually have to do if there were only two kinds—those that sell and those that don't?"

Well, boys, I was pushing a pen for a cigar jobber when that remark was first wafted to me and that was along about the time you got a pair of suspenders free with your new suit. Every so often, that statement is sprung again and it's high time that it be squashed 'cause it isn't true nor never was true.

To commence with a fair break, let me say that I never heard the remark applied to any other product but cigars, but why? If it IS true about cigars, why not equally true about automobiles or eggs or cheese or crackers? What's so mysterious about certain cigars that makes them either sell or don't sell?

Look at it this way. Can a cigar make ITSELF sell or not sell? Can it? Well, if it can't, what then MAKES it sell or not sell? What IS the difference between those that DO and those that DON'T?

Without taking back anything I said just a minute ago, I'll say NOW it IS the cigar ITSELF that primarily makes it sell or not sell BUT by ITSELF has nothing to do with its success or failure. The cigar that DOESN'T sell cannot WALK into a retailer's case and then say "Don't buy me, I'm punk," nor the cigar that DOES sell bolt into the dealer's store and bellow out—"Buy me, I'm good, I am."

If you see a GOOD cigar that DOESN'T SELL, is it a failure because of its GOODNESS? Or, should you see an inferior cigar that DOES sell, is it a success because of its POORNESSES? How nonsensical!

Away with that old bunk!

Here's a GOOD cigar in a case not selling very briskly. Don't walk up to it and say,—"Why try to hide your goodness under your wrapper? I KNOW you're good. But, why don't you sell, you loafer?"

Don't do that 'cause one of these days that good cigar is going to snap back at you and holler,—"Why don't I sell? Well, you bummer, I CAN be sold—why don't YOU make me sell?"

Yesohyes—there ARE two kinds of cigars. Those that sell and those that a SALESMAN can make sell BIGGER.



Phillies

De Luxe Phillips (Extra Size)

Bayuk Ribbon

Mapacuba

Charles Thomson

Prince Hamlet

BAYUK BRANDS BUILD BUSINESS

Frank Trufax

Did you say 10¢?

When they step up to your counter, be sure they—

Make a date with MODEL

OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES



BULGARIAN PRODUCTION MAINTAINED

The 1942 tobacco crop in Bulgaria (including the annexed regions of Thrace and Macedonia) amounted to approximately 141 million pounds from a planted acreage considerably greater than that of 1941, according to unconfirmed information recently received in the Office of Foreign Agricultural Relations. A prolonged drought in the summer of 1942 resulted in low yields, thus preventing a material increase in production. In 1941, production in Bulgaria and annexed territories totaled about 139 million pounds, from an area of 199,311 acres; about 70 million pounds were exported to Germany, and apparently exports were also heavy in 1942.

RAYMOND CLAPPER OVERSEAS

Raymond Clapper, famed commentator-columnist on Mutual twice weekly for White Owl Cigars (through J. Walter Thompson, N. Y.), left New York April 14 for an extended trip which will take him to Sweden, England, and possibly North Africa for approximately two months.

While he is abroad, Paul Sullivan, another able radio commentator, will present his "Review of the News," and relay cables he receives from Clapper. Whenever possible, Clapper himself will broadcast from abroad.

12

SNUFF AT ALL-TIME HIGH

By Charlotte R. Budd,

Div. Industrial Economy, Bureau of Commerce
SNUFF production during 1942 surpassed all previous records. Internal Revenue reports for 1863 indicated an output of 172,331 pounds of snuff. By 1900 the figure had reached 13,805,311. During that year a large factory was opened in Tennessee, now the largest snuff-producing State in the Union. There followed such a revival of interest in this commodity that in one short year consumption shot up to 17,513,317 pounds. Production had increased to 31,445,178 pounds by 1910. During the World War I years—1917-18—the 33-million mark was reached. A record year was 1929, with output reaching 41,127,453 pounds.

There was some falling off during the depression years. In 1942, however, snuff output in this country hit a new high, reaching 41,160,926 pounds, a 4 per cent. increase over the preceding year and a staggering figure compared with the 80,000 pounds reported to have been produced in 1790.

While snuff production has gained 500 times, population has increased from about 10 million in 1790 to 135 million, or only about 14 times. Recent gains in snuff production may be attributed in great measure to the ban on smoking in war plants and shipyards.

Persons responsible for the consumption of this huge amount of snuff do not fit into any one group or classification. Factory workers, farm hands, college professors, ball players and bishops are numbered among the nation's snuff-takers. Scientific expeditions going to far corners of the globe have carried large stocks with them. Americans of European birth have in many cases brought along the snuff-taking habits of their native lands.

Perhaps the most pronounced tendency to indulge in snuff exists among workers in tobacco factories, textile mills, shoe factories, woodworking factories, munitions plants, war factories and shipyards, where smoking is prohibited.

Original patrons of the art in the United States are said to have been the American Indians; the aborigines of South America attained a perfection in its manufacture which in some respects has never been surpassed.

There are two kinds of snuff, moist and dry. The moist is made of selected leaves; the dry, of selected leaves with a percentage of mid-ribs. Most of the snuff now manufactured in the United States is made of high-grade, dark firecured tobacco grown in Virginia, Kentucky and Tennessee. Although there are only three large manufacturers in this country, States producing

The Tobacco World

ONE WORD FROM YOU CAN BOOST REPEAT SALES

How many of your customers know that Raleighs carry coupons good for cash or useful premiums? Tip 'em off! They'll remember you made the suggestion to switch, and keep coming back to you more often. Those frequent repeat visits will boost your sales on Raleighs—and other store items, too!

Brown & Williamson Tobacco Corporation

TUNE IN... Red Skelton Tuesdays,
Tommy Dorsey Wednesdays, "People
are Funny" Fridays, NBC Network.

GARDEN MAGIC BOOK
Ask the B&W salesman for a supply
of the new full color catalogs showing
all the handsome premiums.



the largest amounts are Tennessee, New Jersey, Delaware, Massachusetts, Illinois and North Carolina.

More than half of America's snuff sales are made in the South but the Pacific Northwest, Midwest and New England provide profitable markets.

Certain waste material in tobacco, such as stalks, shorts and smalls, are ground into "offal snuff," which is used in making sheepwash, horticultural fumigants and insecticides.

Manufacture of snuff constitutes one of the most complicated of all tobacco processes. The tobacco is delivered to packing plants, graded, and packed in oak hogsheads weighing from 1,200 to 1,500 pounds each, and stored in warehouses to be "aged in wood" for three or more years, where it passes through several fermentations. It is then ground, after which the wet type undergoes additional fermentations and the dry is aged or ripened. These repeated fermentations and ripening processes bring out the peculiar aroma.

At various stages of manufacture different lots and qualities of tobacco are blended and flavoring and scenting ingredients are added. The scenting is done with musk, essences of bergamot, lavender, attar of roses, tonka beans, cloves, orange flowers, jasmine and bitter almond. The fine art of snuff making consists of blending to suit individual preferences.

Processes of manufacturing both moist and dry types in the United States have undergone little change from the formula brought to this country in 1760. This formula is kept more or less secret, being handed down from one generation to another.

About 27 per cent. of the snuff produced in this country is moist. Both the dry and moist, however, are chewed. A small portion only of the dry product manufactured in this country is sniffed. The dry, sniffing types used in European countries are not made from high-grade leaf, as in the United States, but from scrap and stems of tobacco, to which are added lime, ashes and a number of scented materials.

Present-day devotees usually carry snuff in the container in which it was purchased. Small quantities of the wet type are packed in bottles, but the bulk for years has been packed in cellophane-lined cardboard boxes with tin tops. In the United States 90 per cent. of the dry snuff has always been packed in tins. At great expense, the industry has made an "all-out" conversion to cardboard boxes, lined with protective paper to preserve the taste, thus releasing large quantities of tin plate for war manufactures.

May, 1943

SPRUCE LUMBER

for CIGAR BOXES

- It's Brighter - for the Eye
- It's Lighter - for Shipping
- It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St.

Newark, N. J.

"BEST OF THE BEST"



Established 1886
Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

AUTOKRAFT CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hannibal, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

73

**Tobacco Merchants' Association
Registration Bureau,**
341 Madison Ave.
NEW YORK CITY

**Schedule of Rates for Trade-Mark Services
Effective April 1, 1946**

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report of a title necessitates the reporting of more than ten (10) titles but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

TRANSFERRED REGISTRATIONS

DODO:—164,138 (U. S. Patent Office). For smoking and chewing tobacco. Registered February 13, 1923, by Quality Tobacco Co., Inc., Syracuse, N. Y. Transferred to Harvey's Syracuse, N. Y., and re-transferred to Finley & Co., Syracuse, N. Y., on March 21, 1943.

LORD RECTOR:—17,228 (Trade-Mark Record). For cigars. Registered November 10, 1896, by Schumacher & Ettlinger, New York, N. Y. Through mesne transfers acquired by F. J. Bartunek, Long Island City, N. Y. Re-transferred by Sadie and Stella M. Bartunek, New York, N. Y., heirs to F. J. Bartunek, to B. Wasserman Co., New York, N. Y., on March 18, 1943.

BITTNER'S STRAIGHTS:—46,944 (T. M. A.). For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. Transferred to Frank B. Null, Jr., Lancaster, Pa., on April 12, 1943.

BITTNER'S SPECIAL:—46,945 (T. M. A.). For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. Transferred to Frank B. Null, Jr., Lancaster, Pa., on April 12, 1943.

BLACK OUT:—46,929 (T. M. A.). For all tobacco products. Registered December 8, 1942, by A. Finley, Syracuse, N. Y. Transferred to Finley & Co., Syracuse, N. Y., on February 19, 1943.

ANTONELLA:—46,009 (T. M. A.). For cigars and cigarettes, and 330,321 (U. S. Patent Office), for cigars. Registered March 11, 1932, and November 26, 1935, respectively, by the Masterpiece Cigar Co., Grand Rapids, Mich. Transferred to Benjamin Lubetsky, Grand Rapids, Mich., and re-transferred to Anthony Kleiner, Grand Rapids, Mich., on January 19, 1937.

Internal Revenue Collection for March

Source of Revenue	1943	1942
Cigars, including floor tax	\$ 2,380,842.57	\$ 1,149,648.97
Cigarettes, including floor taxes	72,168,898.44	55,302,477.68
Snuff	812,972.96	703,014.63
Tobacco, chewing and smoking	4,021,038.18	4,322,495.23
Cigarette papers, tubes and leaf dealer penalties	160,672.88	123,505.14

*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue, based on manufacturers' returns of production)

Month of January	Product	1943	Increase or Decrease Quantity	Per Cent.
	Plug	4,683,899	+ 639,030	15.80
	Twist	502,605	+ 23,745	4.90
	Fine-Cut Chewing	412,683	+ 2,414	0.58
	Scrap Chewing	3,676,027	+ 2,713	0.07
	Smoking	13,316,769	+ 1,673,140	11.16
	Snuff	3,680,600	+ 82,186	2.18
Total		26,272,583	+ 1,092,252	3.99

Seven Months Ending January 31

Product	1943	Increase or Decrease Quantity	Per Cent.
Plug	33,276,477	+ 3,643,394	12.30
Twist	3,619,498	+ 244,114	7.23
Fine-Cut Chewing	3,012,519	- 109,960	3.52
Scrap Chewing	30,354,602	+ 4,066,471	15.47
Smoking	99,909,018	+ 14,430,031	12.62
Snuff	23,243,241	+ 338,714	1.44
Total	193,415,355	+ 6,924,726	3.46

*The production figures are in pounds, and are subject to revision until published in the Annual Report of the Commissioner of Internal Revenue.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION
OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. President
WILLIAM BEST, New York, N. Y. Chairman Executive Committee
ASA LEMLEIN, New York, N. Y. Treasurer
CHARLES DUSHKIND, New York, N. Y. Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

CIGAR INSTITUTE OF AMERICA
ALBERT H. GREGG President
EVERETT MEYER Vice-President
D. ERIC KLEIN Treasurer
SAMUEL BLUMBERG Secretary
H. W. McHOSE Director
Headquarters, 630 Fifth Ave., New York City

THE NATIONAL ASSOCIATION OF TOBACCO
DISTRIBUTORS, INC.
FRED W. WINTER Chairman of the Board
J. RENZ EDWARDS President
HENRY GUNST Vice-President
JOSEPH KOLODNY, 200 5th Ave., New York, N. Y. Executive Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S
ASSOCIATIONS
BEN L. LASCHOW, 862 East Fifteenth St., Brooklyn, N. Y. President
R. L. MCGOWICK, 52 Klein Ave., Trenton, N. J. First Vice-President
W. H. KOCH, 1404 Mt. Royal Ave., Baltimore, Md. Second Vice-President
ALBERT FREEMAN, 28 West Broadway, New York, N. Y. Treasurer

RETAIL TOBACCO DEALERS OF AMERICA, INC.
ERIC CALAMIA, 233 Broadway, New York, N. Y. President
CLIFFORD M. DAWSON Treasurer
MALCOLM FLEISHER Secretary
SEIGFRIED F. HARTMAN Counsel

CIGAR MANUFACTURERS ASSOCIATION OF AMERICA,
INC., 200 Fifth Ave., New York, N. Y.
ALVARO M. GARCIA President
WALTER E. POPPER Vice-President
SAMUEL BLUMBERG Treasurer
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

THE YORK COUNTY CIGAR MANUFACTURERS
ASSOCIATION
CHARLES STUMP, Red Lion, Pa. President
ARTHUR McGUIGAN, Red Lion, Pa. Vice-President
RUSSELL S. STINE, Red Lion, Pa. Secretary
A. S. ZIEGLER, Red Lion, Pa. Treasurer

FLORIDA CIGAR MANUFACTURERS ASSOCIATION
ARMANDO RODRIGUEZ President
FRANCISCO GONZALEZ Vice-President
JOHN LEVY Treasurer
FRANCIS M. SACK, Tampa, Fla. Secretary

INDEPENDENT RETAIL TOBACCONISTS'
ASSOCIATION
NAT SCHULTZ President
BERNARD ARBITAL First Vice-President
IRVING MALITZKY Third Vice-President
EDWARD SEIGEL Financial Secretary
ALEXANDER DAVIS Treasurer
BERNARD BERNSTEIN, 42 Broadway, New York, N. Y. Secretary

TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.
EDWARD W. ROSENTHAL President
HARRY ABRAMS Treasurer
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. Secretary

ACREAGE IN ONTARIO UNRESTRICTED

The Board of Directors of the Ontario Flue-Cured Tobacco Marketing Association of Canada recently announced that no restriction would be placed on the acreage that grower-members could plant to flue-cured tobacco in 1943. This action has been taken to enable growers with large families to plant more tobacco and thus compensate for decreases that may occur on farms dependent on hired labor. It has been estimated by the Dominion Agricultural Supplies Board that 80 million pounds of flue-cured tobacco should be produced in 1943 to meet prospective increased demands. In view of the shortages of labor and fertilizers, however, it is believed that there will be difficulty in realizing the production goal.

FOR THE BOYS WHO FIGHT

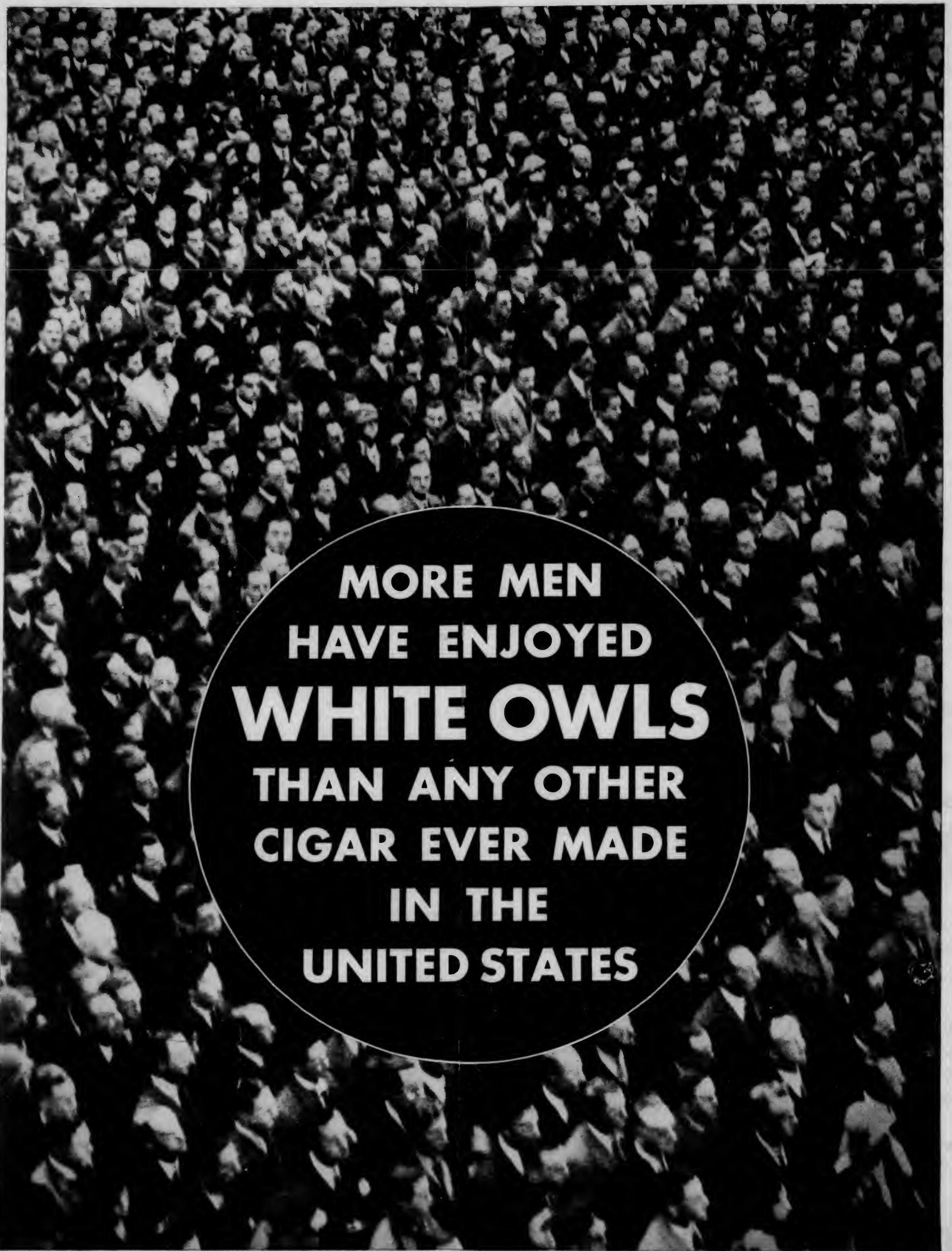
One million Chesterfield cigarettes—50,000 packages—are going weekly to American armed forces through the generosity of Liggett & Myers Tobacco Co., sponsors of NBC's "Fred Waring's 'Victory Tune,'" program, Mondays through Fridays at 7 P. M., EWT.

HONOR A FIGHTING AMERICAN—YOUR DAD

FATHER'S DAY
JUNE 20



33 million fathers: Buy a billion in BONDS



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HAVE ENJOYED
WHITE OWLS
THAN ANY OTHER
CIGAR EVER MADE
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JUNE
1943

TOBACCO WORLD

ESTABLISHED
1881

APRIL CIGARETTE
PRODUCTION NEAR
20 BILLION MARK

Production of U. S. cigarettes in April, as reflected in the sales of revenue stamps that month, reached the high total of 19,943,016,900, which represented an increase of 2,563,146,620, or 14.75 per cent. over the same month last year. Large cigarettes gained 125.19 per cent.

Despite heavy gains in Class E (40.8 per cent.), Class F (128.83 per cent.) and Class G (69.65 per cent.) cigars as a whole showed a decline of 10.23 per cent., as a result of losses in the lower-priced classes.

Snuff, chewing and smoking tobacco also registered declines.

MILDNESS and BETTER TASTE

THAT'S WHAT SMOKERS WANT ON THE WAR FRONT AND ON THE HOME FRONT

Chesterfield's Mildness and Better Taste can come only from the right combination of the world's best cigarette tobaccos . . . the only combination that gives you everything you want in a cigarette.

Buy a pack today!

CHESTERFIELD

HATS OFF TO OUR FARMERS

Join the
U. S. CROP CORPS
and serve your country
Watch for local recruiting
in your community

U. S. DEPARTMENT OF AGRICULTURE
THE WAR MANPOWER COMMISSION

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HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

THE TOBACCO WORLD

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No. 6

FOR 29 consecutive months more high-priced cigars have been sold than in the corresponding month of the previous year. That is, the Cigar Institute of America points out, 1941 sales were consistently above 1940 sales; 1942 sales by months greater than those of 1941; and for the first four months, 1943 ran ahead of 1942. Moreover, the 1943 increase over 1942 is in excess of the average margin between 1942 and 1941 sales, and that between 1941 and 1940 sales. This spectacular progress continued in April of this year. During that month 85,529,000 higher-priced cigars were bought by United States wholesalers, an increase of 57 per cent. over April, 1942, and 69 per cent. over April, 1941. The performance of higher-priced cigars may be considered more indicative of consumer demand than that of lower-priced cigars, sales of which show a decline from April of last year, largely on account of Government purchases not reflected in Internal Revenue figures. In the first ten months of the fiscal year (July-April) 5,112,000,000 cigars of all classes were sold to civilians, infinitesimally fewer than in the corresponding period of 1942.

STOCKS of all types of leaf tobacco owned by dealers and manufacturers in the United States on a reported weight basis, combining unstemmed and stemmed leaf, totaled 2,869,352,000 pounds on April 1, 1943. The total on April 1, 1942, was 3,053,618,000 pounds. These totals, however, are not strictly comparable, as Puerto Rico stocks on the island are not included in the April 1, 1943, stocks, and the method of reporting stocks held by companies whose purchases of packed tobacco on direct contact with the Commodity Credit Corporation, was changed as of April 1, 1943. The decrease of 184,266,000 pounds in the period cannot, however, be attributed to the two facts stated. Increased domestic consumption of flue-cured and Burley, especially in the manufacture of cigarettes, and increased use of dark types for the manufacture of nicotine, have made legitimate inroads into the U. S. tobacco stocks. During the first quarter of this year, approximately 65,000,000 pounds of fire-cured tobacco of the 1942 crop, about 171,000,000 pounds of Burley, about 22,000,000 pounds of dark air-cured, and around 90,000,000 pounds of the 1942 cigar-leaf crop of 121,000,000 pounds—entered stocks through auction and country sales.

CIAGARETTE leaf showed a substantial decrease in the quarter. Flue-cured stocks dropped 229,412,000. Just how much of this decrease is due to the changed method reporting Commodity Credit Corporation holdings is not known at this time. Burley stocks showed an increase of about

53,000,000 pounds, largely through auction sales. Stocks of Maryland tobacco decreased a little more than 7,000,000 pounds. The net decrease in the three major cigarette types from domestic consumption and exports was about 170,000,000 pounds. Foreign-grown cigarette and smoking tobacco (Turkish and other) Type 90, totaled 67,989,000 pounds on January 1 and 80,858,000 pounds on April 1. This is the smallest April 1 stock figure for foreign-grown cigarette leaf since April 1, 1930, when foreign-grown cigarette and smoking tobacco was first reported separately. At the present time nothing definite can be stated concerning prospects for cigarette-leaf imports. High as they are, the figures showing percentage of increase in cigarettes would be considerably higher if tax-free cigarettes sent to the American forces in foreign countries were added.

CIGAR-FILLER stocks (exclusive of stocks on the Island of Puerto Rico) on April 1, 1943, totaled 176,537,000 pounds, as compared to 213,418,000 pounds on the same date a year earlier. Cigar-binder stocks totaled 141,296,000 pounds, as compared to 158,013,000. Total domestic-grown wrapper stocks were 12,798,000 pounds, an increase of 309,000 pounds. Foreign-grown cigar-leaf stocks were 19,636,000 pounds, more than 725,000 pounds above those of a year earlier.

CUBAN cigar-leaf stocks in the U. S. were larger by 3,483,000 pounds than they were on April 1, 1942. The Supplemental Trade Agreement between the U. S. and Cuba makes available a quota of 22,000,000 pounds for 1943 at a reduced rate of duty. A very large part of this quota has already entered the U. S., which accounts in some degree for the increase in Cuban stocks. Stocks of Sumatra and Java tobacco are less than on April 1, 1942, by 1,078,000 pounds. This decrease in reported stocks held by dealers and manufacturers results from the fact that domestic consumption of exports exceeded the quantities which dealers and manufacturers obtained by purchase from the Netherlands Indies Produce Corporation out of supplies in the free-trade zone. Stocks of miscellaneous types on April 1, 1943, totaled 2,458,000 pounds as compared to 2,979,000 pounds on the same date last year.

ABOUT 7,000,000 pounds of aromatic Latakia tobacco were available for export in Syria and Lebanon at the end of 1942, according to a report from James T. Scott, commercial attache at Beirut. This figure, which included the carryover from the 1941 crop, is approximately equal to the esti-

(Continued on Page 12)

April Marked by E, F, G Cigar Gains

APRL'S report of tax-paid tobacco products, as summarized in the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the U. S., is, in a large measure, a repetition of the story made familiar in recent months—huge increases in Classes E, F and G cigars, but not, of course, sufficient in volume to overcome the losses in Classes A, B, C and D occasioned by manpower shortage and shipments to the armed services; a tremendous total for cigarettes, representing a heavy gain, and a decline generally in other tobacco products.

Cigar classes A, B, C and D combined totaled 377,977,036, as compared to 453,201,540, a drop of 75,224,504, or 16.6 per cent.

Class E totaled 65,538,799, as compared to 46,521,074, a gain of 18,992,275, or 40.8 per cent.

Class F totaled 7,887,802, as compared to 3,446,940, an increase of 4,440,862, or 128.83 per cent.

Aggregate of all classes totaled 452,101,762, as compared to 503,606,519, a decrease of 51,504,757, or 10.23 per cent.

Little cigars totaled 12,063,640, as compared to 12,114,000, a decline of 50,360, or 0.42 per cent.

Cigarettes totaled 19,943,016,900, as compared to 17,379,870,280, a gain of 2,563,146,620, or 14.75 per cent.

Large cigarettes totaled 343,400, as compared to 162,815, a rise of 180,585, or 110.91 per cent.

Snuff totaled 3,854,154 pounds, as compared to 4,034,899, a drop of 180,745 pounds, or 4.48 per cent.

Chewing and smoking tobacco totaled 21,280,386 pounds, as compared to 23,790,440, a decrease of 2,510,054 pounds, or 10.55 per cent.

Following are the comparative figures:

*Comparative Data of April Tax-Paid Cigars by Classes			
	April 1943	April 1942	
	Cigars Made to Sell at Not Over 8¢ Each		
Class A—			
United States	33,063,596		
Puerto Rico	33,063,596	
Class B—			
United States	83,770,153		
Puerto Rico	50	83,770,203	
Class C—			
United States	249,537,537		
Puerto Rico	201,150	249,738,687	
Class D—			
United States	11,404,550		
Puerto Rico	11,404,550	
Subtotal	377,977,036	Subtotal	453,201,540
	Decrease — 75,224,504 (— 16.60%)		
	Cigars Made to Sell at Over 8¢ Each and Not Over 15¢ Each		
Class E—			
United States	65,537,624		
Puerto Rico	1,175	65,538,799	
Class C—			
United States	46,521,074		
Puerto Rico	25,450	46,546,524	
	Increase + 18,992,275 (+ 40.80%)		
	Cigars Made to Sell at Over 15¢ Each and Not Over 20¢ Each		
Class F—			
United States	7,887,802		
Puerto Rico	7,887,802	
Class D—			
United States	3,446,940		
Puerto Rico	3,446,940	
	Increase + 4,440,862 (+ 128.83%)		
	Cigars Made to Sell at Over 20¢ Each		
Class G—			
United States	698,125		
Puerto Rico	698,125	
Class E—			
United States	411,515		
Puerto Rico	411,515	
	Increase + 286,610 (+ 69.65%)		
	Aggregate of All Classes		
United States	451,899,387		
Puerto Rico	202,375	452,101,762	
	Decrease — 51,504,757 (— 10.23%)		

*Compiled from comparative data of April tax-paid products released by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Cigarettes Up 15.14% for Eight Months

IN the first ten months of the fiscal year, U. S. cigars of all classes still show a gain of 1.86 per cent. over the same period of the preceding fiscal year, despite the decline in the figures of recent months. This advantage disappears, however, when the products of the Philippine Islands and Puerto Rico are taken into consideration, the former being wiped out altogether and the latter showing a substantial loss. The net figure for all classes of cigars for the period is 5,111,584,082, as compared to 5,112,517,622, an insignificant difference of 933,540, or 0.02 per cent.

Cigarettes in that period piled up the all-time high

total of 205,456,762,890, as compared to 178,445,286,635, a rise of 27,011,476,255, or 15.14 per cent.

Little cigars fared worse than cigars; large cigarettes showed a higher rate of increase than cigarettes.

Snuff totaled 35,599,478 pounds, as compared to 34,869,425, a gain of 730,053, or 2.09 per cent.

Chewing and smoking tobacco totaled 224,969,202 pounds, as compared to 243,111,954, a decrease of 18,142,752 pounds, or 7.46 per cent.

The figures, from the Supplement to the Tobacco Barometer of the Tobacco Merchants Association, follow:

Product	*Comparative Data of Tax-Paid Tobacco Products Month of April		Increase or Decrease Quantity	Per Cent.
	1943	1942		
Cigars:				
All Classes:				
United States	451,899,387	503,536,469	—	51,637,082 10.25
Puerto Rico	202,375	70,050	+	132,325
Total	452,101,762	503,606,519	—	51,504,757 10.23
Little Cigars:				
All United States	12,063,640	12,114,000	—	50,360 0.42
Cigarettes:				
United States	19,943,016,900	17,379,870,280	+	2,563,146,620 14.75
Puerto Rico	50,400	—	50,400
Total	19,943,016,900	17,379,920,680	+	2,563,096,220 14.75
Large Cigarettes:				
United States	343,400	152,495	+	190,905 125.19
Puerto Rico	10,320	—	10,320
Total	343,400	162,815	+	180,585 110.91
Snuff (lbs.):				
All United States	3,854,154	4,034,899	—	180,745 4.48
Tobacco (Chewing and Smoking) lbs.:				
All United States	21,280,386	23,790,440	—	2,510,054 10.55
Product				
1st Ten Months				
	Fiscal Year 1943	Fiscal Year 1942	Increase or Decrease Quantity	Per Cent.
Cigars:				
All Classes:				
United States	5,110,765,282	5,017,285,617	+	93,479,665 1.86
Philippine Islands	818,800	93,957,780	—	93,957,780
Puerto Rico	1,274,225	—	455,425
Total	5,111,584,082	5,112,517,622	—	933,540 0.02
Little Cigars:				
All United States	106,254,202	120,237,905	—	13,983,703 11.63
Cigarettes:				
United States	205,456,102,490	178,441,689,485	+	27,014,413,005 15.14
Philippine Islands	660,400	80,220	—	80,220
Puerto Rico	3,516,930	—	2,856,530
Total	205,456,762,890	178,445,286,635	+	27,011,476,255 15.14
Large Cigarettes:				
United States	2,765,128	1,648,847	+	1,116,281 67.70
Philippine Islands	520	—	520
Puerto Rico	1,320	218,945	—	217,625
Total	2,766,448	1,868,312	+	898,136 48.07
Snuff (lbs.):				
All United States	35,599,478	34,869,425	+	730,053 2.09
Tobacco (Chewing and Smoking) lbs.:				
United States	224,969,202	243,111,928	—	18,142,726 7.46
Philippine Islands	26	—	26
Total	224,969,202	243,111,954	—	18,142,752 7.46

*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

Scarcities Create New Problems

By JOSEPH KOLODNY,
Executive Secretary, NATD

THE comments that follow do not appertain to any aspects of the War Manpower Commission; neither do they deal with mark-ups versus ceilings; nor do they allude to any phase of war production. They concern themselves with an invidious practice which demands speedy correction.

The functions of a trade association are not circumscribed. They are, to a marked extent, widespread and farflung. We regard it as our duty to focus the attention of the industry and trade upon any issue, subject or problem that requires any consideration or solution.

In this instance, we intend to deal in a concrete, realistic, and specific manner with the scarcity of many items and the many onerous situations that spring therefrom.

Basically, the existence and survival of a distributor depend largely, if not wholly, upon his ability to insure a regular flow of manufactured products in bulk, and the redistribution of these products in smaller quantities to a large number of retail outlets. His normal services, such as delivery, credit extension, and canvassing the trade, are all inexorably dependent upon his ability to "get the goods." During ordinary periods, when there is an abundance of merchandise, the distributor must place accent upon the training of an alert sales staff; provide speedy delivery; extend liberal credit; and gear up his business, so as to successfully cope with keen competition.

It is a never-failing law of economies that the customer or the consumer is always very much pampered when the supply of merchandise exceeds the demand. Service, price, credit, and the firm's prestige—all of these play a significant and, more often than not, a controlling role when goods are plentiful.

The direct opposite is the case when business is conducted in a seller's market, i. e., when there is a shortage of merchandise. Then the effectiveness of the sales staff—except as goodwill ambassadors—becomes measurably diminished; price is no longer the controlling factor; competition loses its keenness; there is no real need for exceptionally liberal credit terms; and the entire character of the mercantile endeavor acquires a different complexion.

Many unpleasant and offensive practices come into existence, such as black markets and the use of scarce products as a decoy to entice customers from their regular suppliers, thereby capitalizing on a momentary condition. Yet, all those methods and childish schemes are wholly futile, senseless and hollow in their attainment.

Let us "dig into" the matter. In our free society, any industrial individual may engage in a business enterprise. Generally speaking, that is the primary aim and aspiration of most ambitious young men. But engaging in a commercial enterprise is not as simple as it seems on the surface. It entails capital investment; employment of help; responsibility to creditors and customers; the laborious process of building a standing in the community; honesty and sincerity in all business dealings; and the ability to appraise the future course of events in the business world.

Of course, we frequently encounter individuals who think that, by acquiring a second-hand truck and loading it up with a few items, they automatically become an integral part of the business community. It is unquestionably a glowing tribute to our free democracy that an opportunity is afforded each and every one of us to exercise our initiative, and to engage in any legitimate business venture, however small. But, comparatively speaking, very few of these aspirants are able to expand their enterprise into remunerative commercial undertakings. To a marked degree this is ascribable to the fact that many of them fail to recognize the elemental requisites to business success. These business rudiments render it imperative that you instill and implant confidence in your customers; that you cultivate the goodwill and respect of your suppliers; that you acquit yourselves in a manner befitting a person with whom people like to do business.

Why all this lengthy sermon? Because we feel that the present period of scarcity of many essential items will—owing to certain practices—inevitably lead to serious consequences for those firms who utilize the present emergency, not to build, or even retain business, but to weaken their own structure, as well as undermine the business fabric of other firms.

For example, there is a marked shortage of gum. It is a situation that is well known to all distributors, all retailers and all consumers. The manufacturers ration gum to all customers. The distributor—as a consequence—hasn't enough gum to gratify even a portion of the requirements of the customers. Yet some distributors, senselessly, gullibly, thoughtlessly—motivated wholly by a spirit of selfishness, which frequently beclouds sound business judgment—deprive their own regular customers of the share of gum to which they are entitled and offer this gum to the customers of their competitors, thereby seeking to acquire this new trade.

Little do these narrow-minded distributors realize that it is not only an unethical, but a dangerous practice. Their competitors can resort to identical schemes, perhaps, even more successfully. By furnishing the competitor's customer with two or three boxes of gum, the distributor—temporarily at least—garners a considerable portion of the other business of the retailer, such as cigarettes, tobaccos, and available sundries. Upon grabbing such an order (we employ this term in its literal sense, because no selling effort, in such instances, was either required or expended), the owner or the salesman returns to the office, boasting vainly over their superb accomplishment. Honestly, was it an accomplishment? Just stop long enough to analyze the entire process, and you will easily detect its fallacies.

When you diagnose it studiously and intelligently, you will quickly conclude that the prestige and character of your, or anybody else's, business is not enhanced by a "catch-as-catch-can" policy. Business, corralled with such ease and trickery, can be lost just as easily. Opportunism sometimes yields profits at the racetrack, but it frequently reacts, like a boomerang, in the sphere of business.

Neither you nor your competitor is in a position to assure the retailer a regular and steady supply of

(Continued on Page 13)

The Tobacco World

Poster Keynotes Civilian War Effort

FAATHER'S DAY, the cigar industry's own holiday, is observed this year by the Cigar Institute of America with a striking poster which keynotes the civilian war effort. The theme of the poster is "He Earned Cigars," for Dad has been putting in long hours on farms, in factories and offices, making the weapons with which his son is fighting America's battles. Rico Tomaso, well-known illustrator, created the poster. It depicts Dad as a "plain" American, the kind of man who would be equally at home either as lathe operator or superintendent of a huge steel mill. Dad's daughter looks on smilingly while his small grandson drives up in a toy "jeep" and, saluting, delivers his Father's Day present of cigars.

Printed in eight colors, the poster is glossy coated, 14 inches wide by 20 inches high, and is conveniently gummed on both front and back for mounting on wall case or display window. It was printed by Consolidated Lithographing Corporation, and, according to Henry Voie, first shipments have already gone into the mails. The poster is available only to manufacturers and distributors who are members of the Institute. Through them, the poster will be distributed nationally to tobacco retailers. They have been asked to order only as many posters as they actually need, since the total quantity ordered was reduced by almost half to cooperate with the Government's request that present stocks of poster paper be conserved.



Churchill and His Favorite Cigars

OVER a period of ten years, John M. Rushbrook, who runs a cigar stand at 120 Broadway, New York City, sold about 10,000 cigars to Winston Churchill. "No more, though," said Mr. Rushbrook sadly to a *New York Sun* reporter. "Not since February 21, 1939. To emphasize his point, Mr. Rushbrook, a quiet-spoken man, who has been selling smokes for thirty-five years, exhibited one of his proudest possessions—a well-worn cablegram from London. It read:

"Kindly send another thousand with slight variations at your discretion. Churchill."

On the back of the cablegram Mr. Rushbrook had noted the manner in which he had filled the order. He

had sent five sizes of Mr. Churchill's special brand.

Mr. Rushbrook's introduction to Mr. Churchill, if you can call it that, came as a surprise. There was Mr. Rushbrook standing behind the counter on October 8, 1929, when who should come up and ask for some cigars but Winston Churchill.

"The perfectos in the brand he wanted were two for 25 cents then," said Mr. Rushbrook, "and the longfellows were three for 50. Now the perfectos are 15 cents apiece and the longfellows three for 55."

"The Churchill favorites are my own brand," Mr. Rushbrook continued. "They're manufactured in Tampa, Fla., for me. No, they're not the most expen-

sive cigars I carry by any means. Mr. Churchill just liked them, that was all."

Mr. Rushbrook explained that the cigars for Mr. Churchill were half Havana and half domestic tobacco.

"Maybe that's the reason Mr. Churchill likes them," Mr. Rushbrook said. "He couldn't get anything like that in England. The domestic tobacco there is like rope, so all he could get in a good cigar there was probably pure Havana."

Mr. Churchill, then Chancellor of the Exchequer, was speaking to the Bond Club of New York at a luncheon at the Bankers Club of America, which is on the thirty-eighth floor of 120 Broadway, and after luncheon one of the habitues of 120, who was a close friend of Mr. Churchill gave him one of the cigars to try.

That started it. For the first few times a representative of the British Consulate used to come to Mr. Rushbrook's stand to buy the cigars for Mr. Churchill, but later Mr. Churchill cabled his own orders.

"What's more," said Mr. Rushbrook, "Viscount Hinchingbrooke all of a sudden started to cable for some of Mr. Churchill's cigars for himself. Evidently Mr. Churchill had given him some."

But there's a war on and Mr. Rushbrook feels that perhaps Mr. Churchill doesn't think he should spend his money outside England or take up valuable shipping space with cigars. Mr. Rushbrook does study news photos, though, to see if he can recognize what kind of a cigar Mr. Churchill is smoking these days.

Early last year, in fact, there was a story in the papers reporting that an English girl who had turned out a record number of shell components was rewarded with a box of the Prime Minister's smokes. These, the story said, were Havanas, which confirmed Mr. Rushbrook's opinion that Mr. Churchill can't get blends any more.

WESTERN FIRE-CURED SALES

Western District Fire-cured tobacco sales for the 1943 season amounted to 12,402,671 pounds at an average of \$14.60 per hundred. This was an increase of \$2.49 over the average of the previous season, and was the highest established for any year since 1919.

According to the United States Department of Agriculture, gains in average prices by grades ranged up to \$6.00 a hundred above averages of the previous season. The majority of the grades increased from \$2 to \$3, with choice and fine quality grades showing the smallest gains and low quality grades the largest.

As compared with the 1941 crop in quality, marketings this season were composed of a smaller proportion of heavy leaf grades and a larger proportion of thin leaf and lugs. Also there was a substantial increase in the percentage of low quality grades sold and, although the crop this year contained a smaller percentage of green grades, it was considered somewhat inferior in quality to last year's crop.

The prices advanced by the Western Dark Fired Tobacco Growers' Association were increased this year; however, their receipts amounted to only 12½ per cent. of the total marketings, as compared with 24 per cent. in 1942. Auction prices were well above association advances for most grades throughout the season. Receipts amounted to 1,644,791 pounds and averaged \$18.57 a hundred.

EASTERN FIRE-CURED SALES

SALES of the 1942 crop on the Eastern District Fire-cured tobacco markets were slightly larger in volume and showed a general average increase of \$3.20 over the previous year. According to the United States Department of Agriculture, producers' sales amounted to 37,709,204 pounds and averaged \$17.25 per hundred. All grades showed price increases ranging from 50 cents to \$5. Association advances were increased at the beginning of the season but averages by grades were maintained at levels well above these advances.

Wrappers were up from 50 cents to \$1.50. Heavy, thin, and short leaf advanced from \$1 to \$4.75. The largest increases occurred in the lug and nondescript group with price increases from \$2.75 to \$5 per hundred.

Due to the heavy demand for certain low quality tobaccos for diversion into nicotine sulphate and nicotine alkaloid, on January 22 lug grades below and including X3M and all nondescript grades were frozen for the use of processors of these chemicals. Growers delivering these grades to auction floors were assured fair prices, based on the averages paid prior to the effective date of the order.

The general quality of the crop was slightly better than last year. The major difference was the larger amount of brown and dark colored offerings delivered and a proportionate decrease in the volume of green grades marketed.

The Eastern Dark Fired Tobacco Growers' Association received 4,492,119 pounds or 11.91 per cent. of all tobacco auctioned. The Association average was \$20.94. Estimated country sales totaled 3,215,629 pounds, averaging approximately \$21.40 per hundred.

LIGGETT & MYERS RENEWS

Liggett & Myers Tobacco Co., through Newell Emmett Co., has renewed the "Fred Waring in Pleasure Time with Victory Tunes" program for 52 weeks over the full NBC network, effective June 14. The program advertises Chesterfield cigarettes.

Waring and His Pennsylvanians have been sponsored by Liggett & Myers continuously since June, 1939. Since that time, the broadcasts (Mondays through Fridays, 7 P. M., EWT) have attracted a constantly expanding audience, through the musical excellence of the band, choral sections and soloists, aided by the introduction of novelty features.

During the past two years Waring has added to the program's general appeal by writing and presenting original songs for a large number of colleges and schools. Recently he has composed melodies for many service branches and military groups. At present, the orchestra is devoting each broadcast period to favorite tunes of the armed forces selected by a poll taken at each camp or post.

On December 7, 1942, the first anniversary of Pearl Harbor, the Waring broadcast was used as the occasion for the first coast-to-coast mass induction of aviation cadets. Two thousand students, meeting in groups in 128 radio studios across the country and in Honolulu, took the oath as it was read by Lieut. Commander Albert F. Rice from the Vanderbilt Theatre stage in New York.

The Tobacco World

Trade Concerned Over Cigar Shortage

By ERIC CALAMIA,
President Retail Tobacco Dealers of America

THE most important task we are facing is that of winning the war. This is so clear and so obvious that it requires no emphasis. There are problems that confront us as individuals and as members of the tobacco trade. We recognize that dedication to the war effort has first call upon all Americans; nevertheless, we must be resourceful, energetic and alert enough to adjust our business to a war economy.

One of the adjustments that we are faced with is the necessity of adapting our businesses to the scarcity of some types of merchandise sold in our stores. This scarcity can generally be attributed to one of two causes—actual lack of the basic ingredient or shortage of labor.

I want to take a few minutes to discuss this with you and I honestly believe that when I have finished most of you will feel as I do—that compared to the sacrifices demanded of other types of business, we are pretty fortunate as an industry.

According to best available information, we do not need to be concerned about cigarettes, as there is every indication that the cigarette manufacturer will be able to step up production to keep pace with the demand. This is true, in spite of the fact that cigarette consumption continues yearly to enjoy substantial gains. So far there has been sufficient cigarette tobacco available, and as this branch of the industry is highly mechanized, labor has not proved to be a serious problem.

The same can be said concerning smoking tobacco. Manufacturers of this commodity have been faced with radical packaging changes, but our domestic supply of tobacco continues.

It is an entirely different story when we consider the supply of cigars. I am safe in assuming that shortages in this branch of our trade are of serious concern to all retailers. They should be. For several years the cigar industry has been doing splendid promotional work to gain more cigar smokers, the results of which are now beginning to show, and with the public's increased purchasing power, the demand for cigars has grown substantially, particularly in dollar volume. The demand has grown, but the supply has diminished because of lack of labor.

We have every reason to believe the condition will not improve materially until the war is won. However, the cigar industry has made gains which they must capitalize on. It is important that the manufacturer maintain the largest output possible to meet not only the needs of the armed forces but that of the home front. This is an ideal time for the manufacturer to take advantage of the situation and to file his products under fair trade contracts so as to insure that there will be no return to the chaotic price conditions of a few years ago, which resulted in a drop of consumption to the lowest production figures in this country's cigar history.

In the average retail store the sale of accessory lines constituted a substantial source of profit. We are witnessing the rapid decline of all such merchandise. Pipes, pipe racks, pouches, tobacco humidors, ash trays and lighters are scarcer than the proverbial "hen's teeth." This is due to the fact that the materials necessary for the manufacture of these items, such as



ERIC CALAMIA

rubber and metals, are on the Government's priority lists. Shortages of candy, ice cream and soft drinks also seriously affect the profit income of many retailers.

Earlier in the war a statement that 300,000 retailers must necessarily become war casualties was accepted as a fact. However, this viewpoint has changed. There is every indication on the part of the Government that the continued survival in business of the small independent retailer is necessary in order to insure a stable post war economy.

Consequently, there has been renewed activity by the small businessmen's committees of Congress for the purpose of considering means of affording to small business all possible protection to insure its continuance. I am hopeful that much good will be afforded our retailers through these committee's actions. Recently your national association was called to Washington to attend a hearing before the Senate Committee. This is another indication of a progressive attitude on the part of Government in recognizing representative trade associations as the voice for their industry and a source of competent information.

We all subscribe to the philosophy of first things first, and now that the necessary stride of production for the direct war effort has been reached, the Government can afford to think of the needs of the home front in order that war production may be sustained and continued. To this end, the Office of Civilian Supply is being reorganized so that a better ratio of civilian goods may be made available at the earliest possible moment.

I know most of us have wondered where we are heading—what will be our chance for survival. I personally am most optimistic about our future, for in

LORILLARD'S POPULAR LEADERS

preferred
by millions of smokers —
Old Gold
a fine-tasting cigarette
Lowest IN TARS AND RESINS
Lowest IN NICOTINE
AS SHOWN IN IMPARTIAL READER'S DIGEST TESTS

P.Lorillard Company America's oldest tobacco merchants—Established 1760

spite of the conditions which prevail in our industry and which I have briefly outlined to you, I am confident that the resourcefulness of the independent merchant will help him in meeting these problems. However, we must not lose sight of the fact that collectively we can be a tremendous influence for good both to ourselves and to the entire trade.

May victory and peace come to our country in the very near future and with it a return to a system of free enterprise guaranteeing fair profit to all the businessmen of America.

SCHUBERT PROGRAM OVERSEAS

Paul Schubert, news analyst sponsored by Benson and Hedges for their Virginia Rounds cigarettes (through Duane Jones Co., N. Y.) over the Mutual network (Mondays through Fridays 10:30 to 10:45 P. M., EWT) will have some of his broadcasts beamed overseas by the OWI "so that our boys overseas, as well as the English speaking people of the British Isles and the continent may get a first-hand picture of what Americans are listening to."

Schubert's voice will be no newcomer to the continent where he has been heard for some time through the facilities of the British Broadcasting Corporation.

The Mutual network commentator will not do special broadcasts for the Office of War Information. OWI experts who monitored Schubert's broadcasts found that his material and delivery—painstaking, factual, never sensational—had the qualities that made it suitable for transmission overseas.

10

BAYUK MANAGEMENT UPHELD

The management of Bayuk Cigars, Inc., was upheld overwhelmingly at the annual stockholders meeting (May 5), which voted down a proposal to elect directors of the company by cumulative voting.

The proposed amendment to the by-laws, opposed by the Bayuk management, was defeated by a vote of 264,587 to 25,521, the tally against being 91 per cent. of the shares voted.

All present members of the Board of Directors were re-elected. They are Samuel Bayuk, Thomas E. Brittingham, Jr., Samuel B. Lewis, Harry J. Loman, Alfred I. Mendelsohn, Robert L. Montgomery, Jr., A. Jos. Newman, James A. O'Brien, John A. Snyder, Jonathan Vipond and Harry P. Wurman.

To Bayuk Cigars, Inc., was presented the grand award for safety in the five-county Philadelphia area, at the May 26th night session of the ninth annual Regional Safety Conference at the Bellevue-Stratford Hotel. The company did not lose a single man-hour due to accidents in the first quarter of 1943. The plant employs 5000.

MEXICAN CROP LARGER

The 1942-43 tobacco crop in Mexico is estimated by private agencies to be about seven per cent. larger than the small 1941-42 crop but approximately 30 per cent. below the average production during the five years preceding. Domestic consumption of tobacco products has continued to increase, carry-over stocks on March 1 were substantially lower than the high level of recent years, and an active demand for new-crop leaf is anticipated, according to reports reaching the Office of Foreign Agricultural Relations.

The 1942-43 crop is estimated at about 32,000,000 pounds, as compared to the 1941-42 crop of 29,800,000 pounds, and the preceding five-year average production of 45,500,000 pounds. The 1942-43 production of dark types has been severely affected by drought conditions in the State of Vera Cruz and is one of the smallest on record.

HILDEGARDE FOR B. & W.

A former NBC favorite, "Beat the Band," returns to the network Tuesday, June 15, replacing the vacationing Red Skelton in the Brown & Williamson sponsored half-hour, 10:30 to 11 P. M. Featured on the show will be Hildegard, with Bob Grant's orchestra supplying the music.

The summer series will give Hildegard her first starring radio role. She will act as mistress of ceremonies in addition to her singing assignment. Bob Grant has long been identified with Hildegard in her supper club engagements.

"Beat the Band" will originate in Radio City with Parker Gibbs directing production.

JOHN B. ADT

John B. Adt, president of John B. Adt Co., manufacturers of tobacco machinery, died suddenly at his home in Roland Park, Baltimore, on April 28. He was 48 years old. The business was founded by his grandfather, of the same name. He studied at Baltimore Polytechnic Institute and Johns Hopkins University before embarking on his business career.

The Tobacco World

HONOR A FIGHTING AMERICAN—YOUR DAD

FATHER'S DAY
JUNE 20



33 million fathers: Buy a billion in BONDS

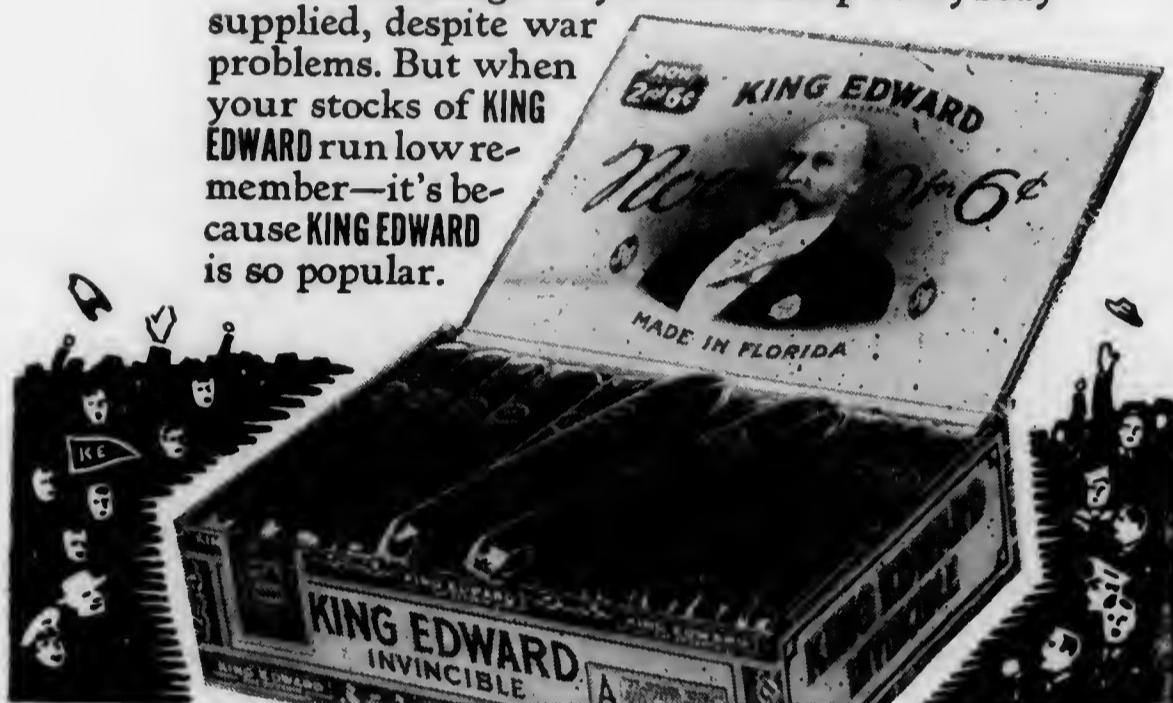
June, 1943

Because KING EDWARD is so Popular

KING EDWARD has long been one of the most dependable profit makers the cigar industry has ever known . . . because it's so popular.

And right now there are occasions when you have some difficulty in maintaining your stocks of KING EDWARD . . . because it's so popular with Army, Navy and civilians.

We're making every effort to keep everybody supplied, despite war problems. But when your stocks of KING EDWARD run low remember—it's because KING EDWARD is so popular.



JNO. H. SWISHER & SON, INC. Cigar Manufacturers Jacksonville, Florida

OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



(Continued from Page 3)

mated 1942 production. The U. S. and Great Britain have been the principal markets for Latakia tobacco for many years, but exports since the war began have been confined largely to the U. S., which has taken increased quantities averaging about 4.1 million pounds annually during the last three years. The inability to export tobacco because of shipping shortage has caused a serious economic problem for a large segment of the population of the Latakia district who are dependent on the production and marketing of aromatic leaf for a livelihood.

RTDA OFFICERS RE ELECTED

ERIC CALAMIA was re-elected president of the Retail Tobacco Dealers of America, Inc., at the annual meeting last month; all the other officers and directors were re-elected along with him. Bernard Garfinkel continues as executive vice-president, William A. Hickey as treasurer, and Malcolm L. Fleischer, on leave of absence with the armed forces, as secretary.

Included on the board of directors are: John J. Boyce, South Norwalk, Conn.; Clyde P. Burritt, Rochester, N. Y.; Vincent T. Connor, New York City; Eric Calamia, New York City; Lee Cronbach, St. Louis; Harold C. Dean, Wilmington, Del.; Bernard Garfinkel, Chicago; E. W. Gibbs, Birmingham, Ala.; Fred Griffiths, New York City; James J. Head, New York City; William A. Hickey, Davenport, Iowa; Bernard B. Horowitz, New York City; Harry W. Johnson, St. Paul; Samuel Katz, Brooklyn; Joseph Kolezar, Omaha; Lou Liberman, New York City; John Maute, Chicago; Joseph Pazen, Jersey City; H. Esmond Rowley, Boston; John F. Snyder, Buffalo; Oscar Haag, Cleveland; Nat Schultz, New York City; Harry T. Tint, Philadelphia; Moe Weinstein, New York City, and Ralph Schuyler Williams, New York City.

Honorary vice-presidents are: Oscar R. Andren, Portland, Me.; Fred H. Barrows, Providence, R. I.; W. Arthur Briggs, Baltimore; Burt Burttaine, Jamaica, N. Y.; Joseph Bushell, New York City; Raymond Carlson, Butte, Mont.; Wolf Cohen, Boston; Bert Cunningham, Cincinnati; C. H. Denuth, Lancaster, Pa.; Benjamin B. Deutsch, Hoboken, N. J.; Ed Dillon, St. Louis; L. Eastep, Albuquerque, N. M.; R. O. Fielding, Seattle, Wash.; J. J. Gayden, Columbia, S. C.; Larry Goodman, Milwaukee; Paul H. Graham, Springfield, Ill.; Irving Green, Seattle; E. A. Haddad, Charleston, W. Va.; H. G. Hall, Erie, Pa.; Max Hoppenrath, Minneapolis; George Jones, Philadelphia; T. X. Jones, Mankato, Minn.; Emil Klein, Cleveland; George Kuntz, Fort Wayne, Ind.; M. A. La Fond, Detroit; B. G. Leishardt, Bowling Green, Ky.; Fred Lintz, Rochester, N. Y.; Joseph Loeser, Chicago, Ill.; E. Luethe, St. Paul, Minn.; W. H. McInerney, Cheyenne, Wyo.; Herbert Middleton, Philadelphia; Jack Miller, New York City; Charles J. Moye, Pittsburgh, Pa.; Joseph H. Peretti, Boston; A. Richwagon, Boston; Robert Riemschneider, Chicago; James Ross, Denver, Colo.; Fred K. Rowley, Duluth, Minn.; R. J. Seidenberg, Buffalo, N. Y.; Doane R. Shaw, San Francisco; A. L. Shepton, San Francisco; Ed Snyder, New York City; L. G. Verrette, Manchester, N. H.; Ralph Watkins, Detroit; I. Weinberger, Los Angeles; Jacob Wishman, Rochester, N. Y.; Herman Wolsky, Newark, N. J., and I. L. Zimmerman, Los Angeles.

EL SALVADOR TOBACCO PRODUCTION

Production of tobacco in El Salvador in recent years, principally, low-grade dark types, is estimated by responsible sources to have averaged between 1.1 and 1.3 million pounds annually from a planted acreage of between 2000 and 2400 acres. The production of American-type flue-cured leaf has been expanded to meet an increased demand for better quality cigarettes, and a sharp increase in imports of poor quality dark leaf from Honduras has been necessary to supplement the production of native types.

The Tobacco World

SCARCITIES CREATE NEW PROBLEMS

(Continued from page 6)

gum. Furthermore, the manufacturer of gum—and he should know—could not possibly assure you or your competitor an uninterrupted supply of a specific number of boxes of gum. Why? Because the Food Administration, at Washington, has asked the confectionery industry (including chewing gum manufacturers) to accord preference to, primarily (a) the armed forces and (b) more favorable treatment of areas with war industries, with the remainder, (c) to be allotted for ordinary civilian consumption. Since the armed forces are rapidly expanding, and more and more people are being recruited into war plants, you can—without being a wizard—easily size up the situation.

It adds up as follows: The amount of confectionery products to be available for civilian consumption, during 1943, will be extremely limited. In the light of such a condition, what practical purpose is served by making a commitment to a new account (except to annoy your competitor) when the cards are stacked against you? You will find a fortunate businessman and an astute "salesman" if you succeed—during the present crisis—in retaining your own trade.

Whatever applies to confectionery and gum pertains equally—but perhaps not as acutely at the moment—to cigars, pipes, blades, flashlights, and a considerable number of other items. While there is nothing on the horizon, right now, which indicates a need for rationing cigarettes and tobaccos, even in this case it is not wise to overextend oneself.

We have dwelt merely on the scarcity of merchandise. We could have—as you, of course, realize—gone into many other aspects of the situation, by laying stress on the manpower problem, the motor vehicle situation, the gasoline and tire perplexities—and many others to further emphasize the utter stupidity of employing methods which merely undermine and destroy, but do not lastingly injure to your own economic well-being.

In summing up, therefore, let us counsel you not to attempt to capitalize on momentary and, may we say, rapidly shifting situations. Do not try to undermine the next man's business. Use your intelligence, ability, talent and foresight to sustain, safeguard and preserve your own position. If you can do that, while the war lasts, and come out unscathed, you will be a "miracle man."

June, 1943

SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye
It's Lighter - for Shipping
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 70 years

15 Washington St. Newark, N. J.

Established 1886 "BEST OF THE BEST"



Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

AUTOKRAFT CIGAR BOXES

Boite Nature
Cedar Chests

Novelty
Wrapped

Are Outstanding In
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio
Chicago, Ill.
Detroit, Mich.

Hanover, Pa.
Philadelphia, Pa.
Wheeling, W. Va.

Tobacco Merchants' Association Registration Bureau. 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1946

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATION

FARADAY—46,955. For all tobacco products. Registered by Finley & Co., Syracuse, N. Y., on April 26, 1943.

TRANSFERRED REGISTRATIONS

NICHAVO—46,590 (T. M. A.). For all tobacco products. Registered December 31, 1936, by A. H. Finley, Scranton, Pa. Transferred to Harvey's, Inc., Syracuse, N. Y., and re-transferred to Finley & Co., Syracuse, N. Y., on April 23, 1943.

MICHAEL FARADAY—12,827 (The Trade-Mark Record). For cigars. Registered June 13, 1893, by Geo. S. Harris, Philadelphia, Pa. Through mesne transfers from American Litho. Co., New York, N. Y. (successors to Geo. S. Harris, original registrant), acquired by Napoleon Cigar Co., Oneida, N. Y. Re-transferred to Finley & Co., Syracuse, N. Y., on February 10, 1943.

OLD TAVERN—23,746 (Tobacco World Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 19, 1912, by Wm. Steiner Sons & Co., New York, N. Y. Transferred on May 19, 1943, by Consolidated Lithographing Co., Brooklyn, N. Y. (successor to Wm. Steiner Sons & Co., original registrants), to Scranton Tobacco Co., Scranton, Pa., for cigarettes, chewing and smoking tobacco, the transfer retaining the same for cigars, cheroots and stogies.

BITTNER'S STRAIGHTS—46,944 (T. M. A.). For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. Transferred to Frank B. Null, Jr., Lancaster, Pa., on April 12, 1943.

BITTNER'S SPECIAL—46,945 (T. M. A.). For cigars. Registered February 20, 1943, by Minkoff Leaf Tobacco Co., Lancaster, Pa. Transferred to Frank B. Null, Jr., Lancaster, Pa., on April 12, 1943.

BLACK OUT—46,929 (T. M. A.). For all tobacco products. Registered December 8, 1942, by A. Finley, Syracuse, N. Y. Transferred to Finley & Co., Syracuse, N. Y., on February 19, 1943.

Internal Revenue Collections for April

Source of Revenue	1943	1942
Cigars, including floor tax	\$ 2,211,889.86	\$ 1,194,428.00
Cigarettes, including floor taxes	69,882,554.88	56,487,570.95
Snuff	69,347.78	726,281.86
Tobacco, chewing and smoking	3,830,538.52	4,282,333.64
Cigarette papers, tubes and leaf dealer penalties	125,206.56	175,786.06

ZIPPO HARD LIGHTER FLINTS DISPLAY

One of the busiest silent salesmen to make its appearance this year is the attractive easel back country card displaying Zippo hard lighter flints. Brought out by Zippo Manufacturing Co., of Bradford, Pa., creators of the windproof lighters of the same name, Zippo flints get their quality and long life from their hardness and their extra length.

The colored display card carries three dozen glassine envelopes, each containing four Zippo flints.

Another Zippo replacement item now available is an extra "asbestosized" wick, made especially for the lighters. Users of the lighters, deprived of their service through carelessness or accident to the wicks, have shown their appreciation of the availability of a new wick in emergencies at a nominal charge.

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CIGAR INSTITUTE OF AMERICA

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"COUNTERSPY" ON MAIL POUCH

Mail Pouch Tobacco Company, Wheeling, W. Va., has renewed "Counterspy" on the Blue Network for another thirteen weeks, effective June 28. The thirteen-week period will round out a full year for Mail Pouch as the sponsor of the espionage adventure series, launched on the Blue as a sustaining program almost a year ago on May 24, 1942.

In behalf of Mail Pouch Tobacco, "Counterspy" is heard Monday from 9 to 9:30 P. M., EWT, on sixty-five Blue stations. Walker & Downing, Pittsburgh, is the agency. The series is produced by Phillips II. Lord, Inc.

U. S. TOBACCO RENEWS "GAY NINETIES"

The United States Tobacco Company has announced signing of a renewal of its CBS program, "Gay Nineties Revue," beginning its ninth consecutive year of broadcasting on Columbia. The company advertises Dill's Best and Model Smoking Tobacco on the 8:30 to 8:55, EWT, Monday night show, with a rebroadcast at 11:30 P. M. Sixty-six CBS stations carry the program. The agency handling the account is Arthur Kudner, Inc.

The Tobacco World

Every time you turn a page . . . every time you turn the dial . . . you'll find

B&W ADVERTISING WORKING FOR YOU

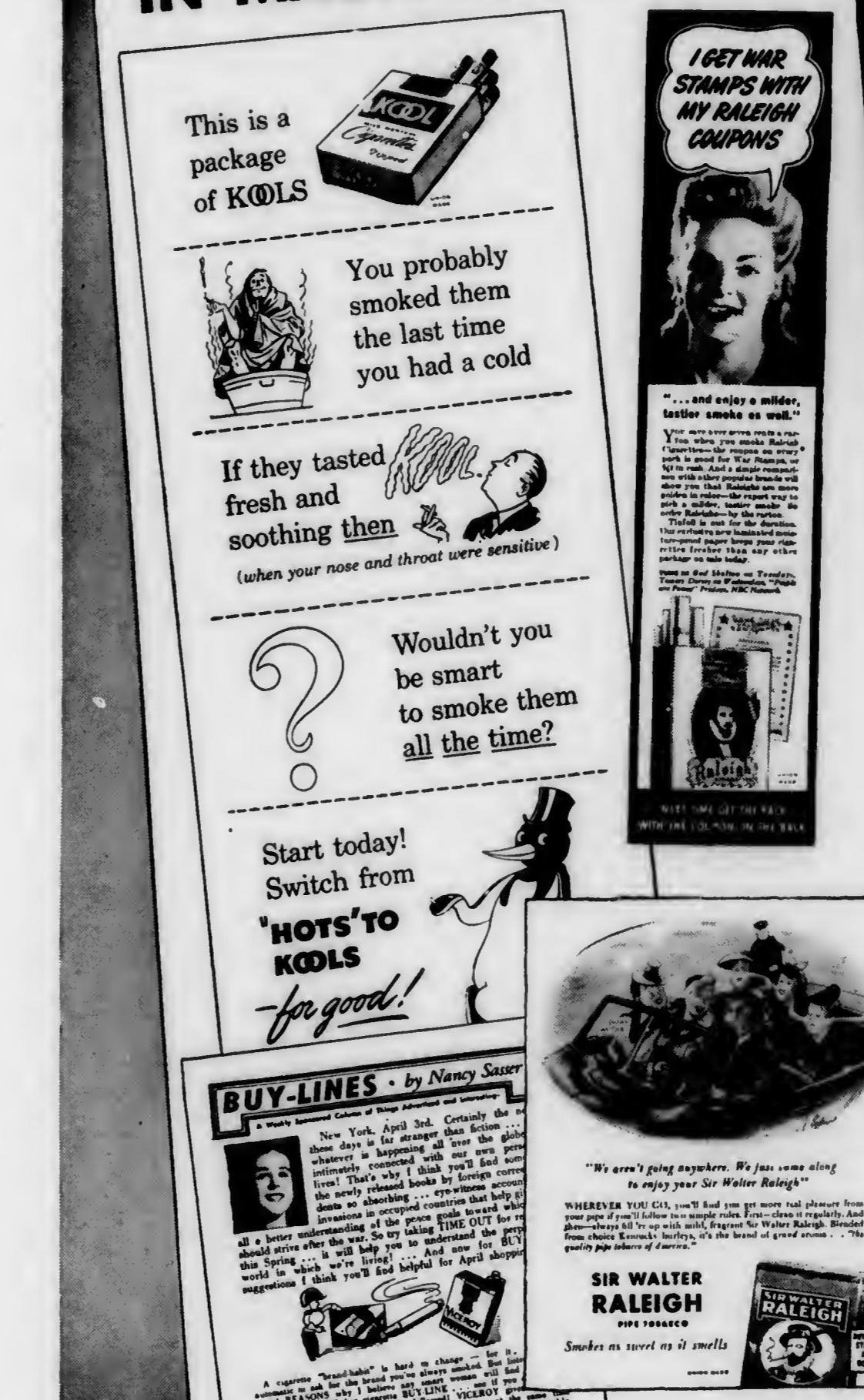
SEE THOSE ADS? . . . those radio favorites? You'll find them in newspapers and national magazines . . . on radio networks clear across America . . . working—and working hard—for you.

They're reminding the American public that you are selling Brown & Williamson products...Raleighs...Kools...Viceroy...Sir Walter Raleigh Pipe Tobacco.

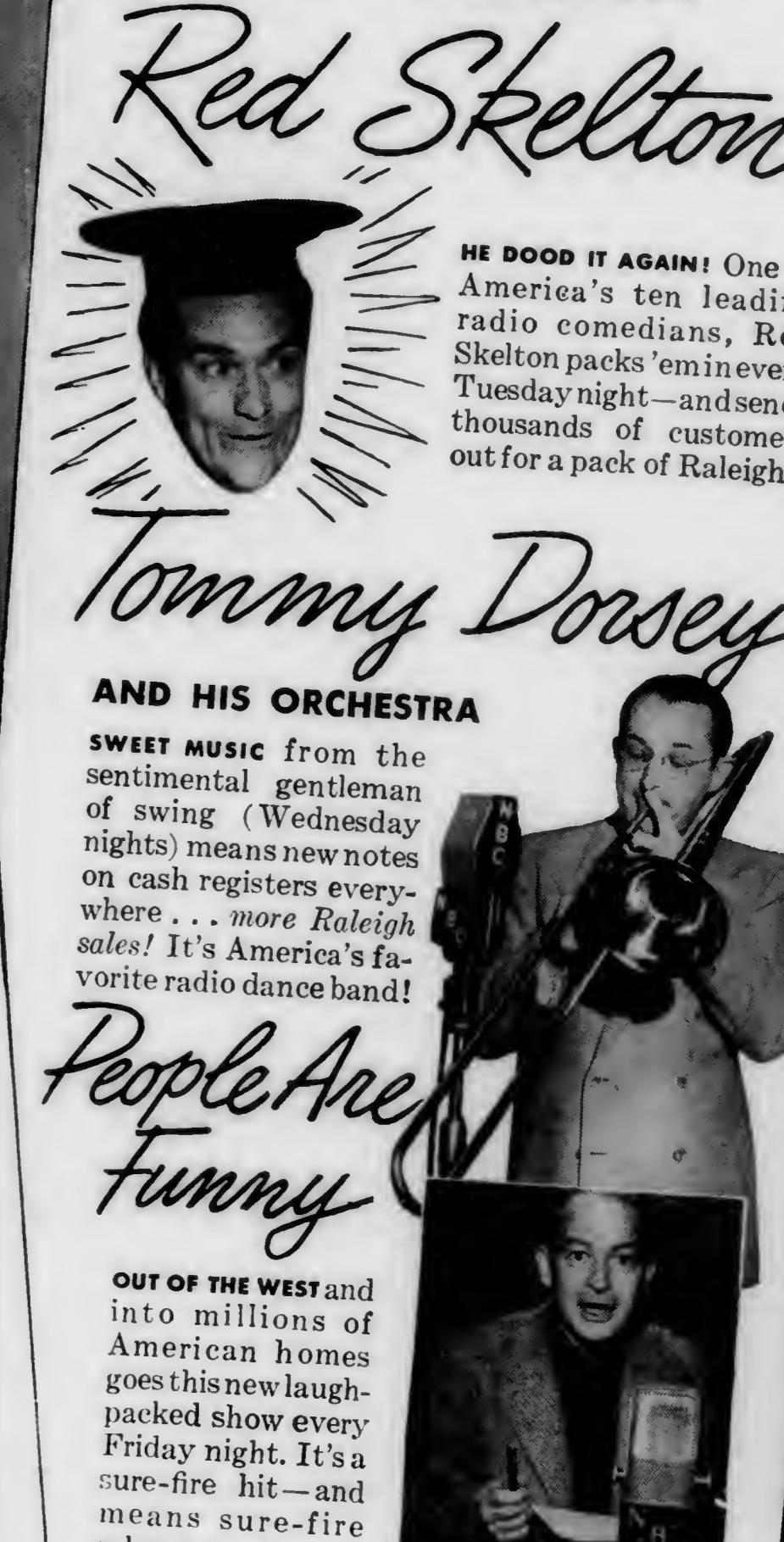
When you add support like this to the window and counter displays available from your B. & W. salesman, you have a set-up that's bound to mean business.

No wonder dealers everywhere report B. & W. sales going up UP! No wonder these products win new friends every time folks turn a page or turn the dial.

IN MAGAZINES...



ON THE RADIO...



OUT OF THE WEST and into millions of American homes goes this new laugh-packed show every Friday night. It's a sure-fire hit—and means sure-fire sales everywhere.

They've Got What it Takes!



BEFORE you simply take it for granted that you're getting all the smoking pleasure there is in a cigarette—

Before you take anyone else's word for a cigarette's mildness, its freedom from irritation, or its flavor—

Try Camels. Put them to the "T-ZONE" test (below, right). Let your own taste and throat tell you why Camels are such a favorite in the services and with millions at home.

Camels

CAMELS SUIT ME BETTER ALL WAYS. THEY'RE EASY ON MY THROAT—AND A REAL TREAT TO MY TASTE

THE AIRPLANE PART that Jeanne Flaherty (right) turns out is one of the vital parts of a bomber. Jeanne's cigarette? "Camels! They're always smooth, extra mild, and they never go flat on my taste," she says.



They know their engines . . . their machine guns—these men in the Air Force ground crews have what it takes "to keep 'em flying"



HIS NAME can't be revealed, but you may remember him—the young mechanic who could always get your car started, somehow. He still smokes Camels (they're the favorite in all the services)...only now he's grooming B-17E's.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

First in the Service

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel. (Based on sales records in Post Exchanges and Canteens.)



The "T-Zone"
—where cigarettes are judged



The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you . . . and how it affects your throat. For your taste and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

**End of
volume**